



**2019**

**DIVERSITY ABROAD CONFERENCE  
SPONSOR & EXHIBITOR GUIDE**







# ABOUT DIVERSITY ABROAD

### Our Mission

Diversity Abroad’s mission is to create equitable access to the benefits of global education by empowering educators, engaging stakeholders, and connecting diverse students to resources and opportunity.

### Our Vision

That the next generation of young people from diverse and underrepresented backgrounds are equipped with the skills, knowledge, and global acumen to thrive in the 21st century interconnected world and global workforce.

## ABOUT THE CONFERENCE

In the spring of 2019, a diverse group of over 700 higher education professionals, government, industry, and student leaders will meet in Boston for the 7th Annual Diversity Abroad Conference, which includes the MSI Global Education Summit, Strategic Leadership Forum, and Global Student Leadership Summit. The annual Diversity Abroad Conference is a one-of-a-kind professional development event that brings together professionals and students from the US and abroad to network, discuss, debate, and share good practices to ensure all students have equitable access to the benefits afforded through global education. Professionals who attend the Diversity Abroad Conference will leave with the motivation, professional contacts, and resources to begin or to continue advancing diversity and inclusive good practices and policies at their institutions or organizations.



**700+**  
ATTENDEES



**100+**  
SPEAKERS



**50+**  
SPONSORS

## WHO ATTENDS

Attendees come to the Diversity Abroad Conference from the following types of offices/organizations:

- Faculty & Academic Department Chairs
- Education Abroad (Senior International Officers, Directors, & Advisors)
- Career Services
- Diversity/Multicultural (Chief Diversity Officers, Directors, & Advisors)
- High School Counselors
- International Students and Scholarship Services (Directors & Advisors)
- Public/Private Sector Human Resources & Recruitment Professionals
- Representatives from International Education Organizations
- International Program Alumni
- Graduate Students
- Non-US Based International Education Directors & Staff
- Government Representatives from Ministries of Education & Foreign Affairs
- Deans of International Affairs/Relations



## CONFERENCE STATS

### Level of Experience

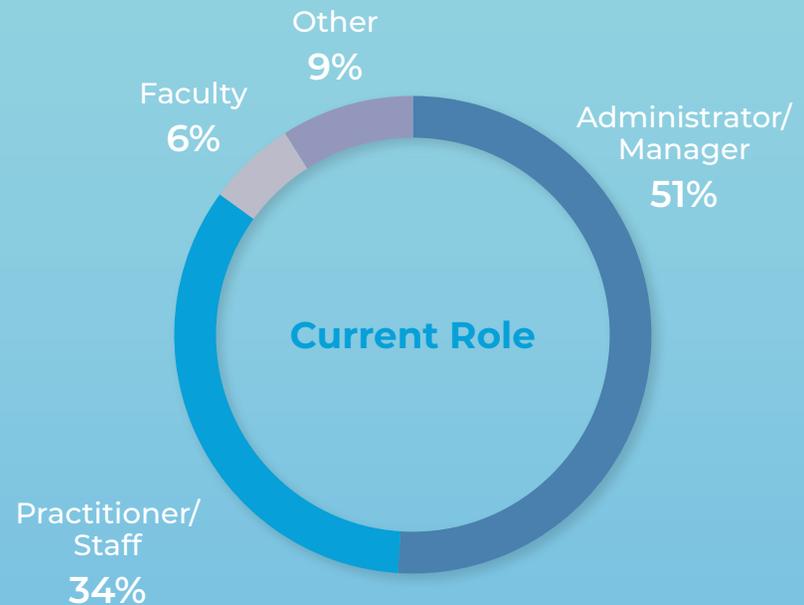


**22%** increase in attendance from 2017 to 2018

**264** different institutions and organizations

**93%**

of respondents agreed or strongly agreed with "I would recommend the Diversity Abroad Conference to my colleagues and networks."



## ATTENDEE TESTIMONIALS

“

*The conference to campus takeaways are numerous! Growing networks and exposure to new ideas and shared practices gives GEO a great foundation in supporting ongoing diversity and inclusion efforts at the University of Oregon.*

—Lisa Calevi

Assistant Director for Institutional Relations



“

*Professionally, the conference was extraordinary... hearing about how other students have worked to diversify the study abroad experiences at their home institutions was amazing.*

—Kameron Dunbar

2018 GSLS Attendee



“

*The Diversity Abroad conference is energizing, inspiring and informative. The inclusive speakers were insightful and we learned something from all the sessions we attended.*

—Laura E. Boudon

Director, Office of Study Abroad



“

*I have attended the DA Conference since its inception. Every year, I am impressed by the innovative program content and inspired by the community of colleagues dedicated to advancing global diversity, inclusion, and belonging. It's one of my favorite professional conferences.*

—Monroe France

Associate Vice President for Global Student Engagement & Inclusive Leadership



NEW YORK UNIVERSITY

# THANK YOU TO PAST SPONSORS



## CONFERENCE PARTNERS

SUNY Oswego | University of California, San Diego  
 Ben-Gurion University of the Negev | Academic Programs International | Temple University



## SPONSOR BENEFITS

Sponsors of the Diversity Abroad Conference derive benefits that provide an excellent return on their marketing investment.



Access to a large group of professionals from universities, agencies, and service providers who are working to advance diversity & inclusive practices at their institutions or organizations. Allows your organization to promote its products and services in a respected, professional environment.



High visibility for your organization as a champion of diversity and inclusion during targeted points before, during, and after the conference.



Opportunity to market directly to conference attendees via marketing materials and promotional giveaways that showcase your organization; and, in some cases, ability to address participants as a group about your products and/or services.



Connect with high-achieving, diverse alumni of international programs who attend the Global Student Leadership Summit at plenary events and in the exhibit space.



Branding reinforcement of your organization's visual identity. With your organization's logo featured on conference communications, signage, and/or giveaways, sponsorship strengthens your organization's visual brand.



Recognition within the higher education, corporate, and government agency community as an organization that shares their vision for equitable access to global learning opportunities.

*\* Organizations and institutions that are not members of the Diversity Abroad Network pay a 20% surcharge on all listed sponsorships.*

# DIVERSITY ABROAD CONFERENCE SPONSORSHIP

## Gold

\$9,350

3 opportunities

- Approved marketing material placed inside the attendee packets
- Recognition on the conference website homepage
- Opportunity to sponsor one conference session
- Recognition in pre-conference communications
- Full-page ad in conference program
- Premium exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Feature on the homepage of the Diversity Abroad Conference website
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- Two complimentary full conference registrations





# Silver

\$3,750  
8 opportunities

- Half-page ad in conference program
- Exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- Two complimentary full conference registrations



Individual and  
social/group  
difference

# Bronze

\$2,650  
20 opportunities

- Exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- One complimentary full conference registration



# Conference Partner

\$1,300 | Unlimited opportunities

- Recognition as a conference sponsor in the Diversity Abroad conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- One complimentary full conference registration



# EVENT SPONSORSHIP OPTIONS

## BREAKFAST ROUNDTABLES

**\$4,500** | Exclusive Opportunity

On Tuesday morning of the conference, attendees will meet in an informal setting over breakfast to discuss current topics pertaining to specific identity groups.

**SPONSOR BENEFITS** | Signage placed outside the dining area, marketing materials placed on the breakfast tables, and recognition in the conference program and app as the sponsor.

## OPENING RECEPTION

**\$7,500** | Exclusive Opportunity

After the Innovation Competition, the Diversity Abroad Conference kicks off with an opening reception where colleagues connect, network, and wind down.

**SPONSOR BENEFITS** | Signage placed outside of reception, branded drink tickets, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the opening reception sponsor.

## POSTER FAIR RECEPTION

**\$5,000** | Exclusive Opportunity

Taking place on the second day of the conference, the Poster Fair Reception is a time to explore the cutting-edge research of graduate students as attendees dine on local cuisine and wine.

**SPONSOR BENEFITS** | Signage placed outside of reception, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the Poster Fair reception sponsor.

## AWARDS DINNER

**\$6,750** | 3 Opportunities

Every year Diversity Abroad honors colleagues and organizations through the Diversity & Inclusion Awards. The dinnertime awards ceremony is one of the marquee events of the conference.

**SPONSOR BENEFITS** | Signage placed outside of the auditorium, marketing materials placed on each chair, opportunity to address attendees, VIP table for 10, and recognition in the conference program as the dinner sponsor.

## AWARDS DINNER SPONSORED TABLE

**\$1,500** | 20 Opportunities

This year, Diversity Abroad will invite up to 20 organizations to enjoy a higher profile at the awards gala by sponsoring a table.

**SPONSOR BENEFITS** | Sponsored table at the awards gala and recognition at the awards gala and in the conference program.

## LUNCH MONDAY (3/4/19) PLENARY DISCUSSION

**\$6,500** | Exclusive Opportunity

The lunch plenary discussion convenes leaders from industry, higher education, and the public sector to discuss trends in higher education related to diversity, equity, and inclusion.

**SPONSOR BENEFITS** | Signage placed outside of the auditorium, marketing materials placed on each chair, opportunity to address attendees, VIP table for 10, and recognition in the conference program as the lunch sponsor.

# EVENT SPONSORSHIP OPTIONS

## PLENARY PANEL DISCUSSION

**\$5,000** | Exclusive Opportunity

The plenary discussion convenes leaders from industry, higher education, and the public sector to discuss diversity and globalization and how these forces will impact higher education as well as the public and private sector.

**SPONSOR BENEFITS** | Signage placed outside of the session, recognition in the conference program as the plenary sponsor, and opportunity to introduce panelist(s).

## INNOVATION COMPETITION

**\$7,500** | Exclusive Opportunity

The Innovation Competition consists of pitches from top Innovation Competition submissions. A panel of judges will vote on the best pitches and winners will receive cash prizes.

**SPONSOR BENEFITS** | Signage placed outside of the session, recognition in the conference program as the Innovation Competition sponsor, and opportunity to introduce each pitch and announce the winners.

## CONCURRENT SESSIONS

**\$500** | 10 Opportunities

The foundation of the Diversity Abroad Conference is its learning and development. The concurrent session sponsorship allows partners to connect their brand to any given session.

**SPONSOR BENEFITS** | Recognition in the conference program and materials placed inside of the session room.

## HIGH SCHOOL GLOBAL PROGRAM EXPLORATIONS

**\$4,000** | Exclusive Opportunity

Local high school students, their parents, and/or advisors will gather at the Diversity Abroad Conference for an afternoon of interactive sessions that raise awareness of and prepare them for global programs while in high school and college.

**SPONSOR BENEFITS** | Signage placed outside of the session, one insert in the participant package, recognition in the conference program, and opportunity to address the student attendees.

## WOMEN OF COLOR EMPOWERMENT AND LEADERSHIP LUNCH & LEARN

**\$3,750** | Exclusive Opportunity

Intended for professionals and graduate students who self-identify as women of color and/or allies for women of color, this lunch includes an intimate opportunity to connect with colleagues, and listen to and be inspired by dynamic speakers as they share their leadership journey, experiences, and strategies for career success.

**SPONSOR BENEFITS** | Signage placed outside of the auditorium, marketing materials placed on each chair, opportunity to address attendees, and recognition in the conference program as the lunch sponsor.

## REFRESHMENT BREAKS

**\$2,750** | 3 Opportunities

The refreshment breaks are an opportunity for attendees to relax and network in between sessions and events.

**SPONSOR BENEFITS** | Signage inside and around the refreshment area and recognition in the conference program as a sponsor.

# EVENT SPONSORSHIP OPTIONS

## STRATEGIC LEADERSHIP FORUM TOP SPONSOR

**\$7,500** | Exclusive Opportunity

The 2019 Strategic Leadership Forum will bring together Senior International Officers, Chief Diversity Officers, and other campus leaders to explore how equitable access to education abroad supports the success of diverse and underrepresented students.

**SPONSOR BENEFITS** | Signage placed outside of main session space, marketing materials placed on each chair, opportunity to address attendees, and recognition in the conference program and pre-event communication as the exclusive sponsor.

## CONFERENCE PROGRAM ADVERTISING

**BACK INSIDE COVER** | **\$1,750**

**INSIDE COVER** | **\$1,750**

**FULL PAGE** | **\$1,000**

**HALF PAGE** | **\$650**

Sponsors will be recognized in the Diversity Abroad Conference program.

## SPONSORSHIP ITEMS



### CONFERENCE NAME TAGS

**\$5,500** | Sponsor's name and/or logo will be printed on nametag lanyards given to all attendees.



### CONFERENCE TOTE BAGS

**\$4,000** | Sponsor's logo will be placed on one side of the Diversity Abroad Conference tote bag.



### CONFERENCE APP

**\$3,500** | Sponsor's logo will appear when users download and interact with the conference app.



### CONFERENCE NOTEPAD

**\$2,500** | Sponsor's name and/or logo will be printed on a notepad given to all attendees.



### CONFERENCE PENS

**\$2,000** | Custom pens with the sponsor's logo will be placed in each registrant's conference tote bag. Additionally, sponsor pens will be placed in the rooms during concurrent sessions.

## CUSTOM SPONSORSHIP? WE'RE LISTENING.

Diversity Abroad is committed to working directly with our partners to create the right sponsorship for your institution or organization. Whether your target audience is practitioners, student leaders, or senior-level faculty, contact us at [conference@diversityabroad.org](mailto:conference@diversityabroad.org) and we will work together to fully leverage your experience at the Diversity Abroad Conference.

Additional options include but are not limited to:

- Sponsored table at awards gala
- Sponsored sessions
- Sponsored refreshment breaks
- Strategic Leadership Forum top and 2nd tier sponsors
- Half- and full-page ads in the Conference Program

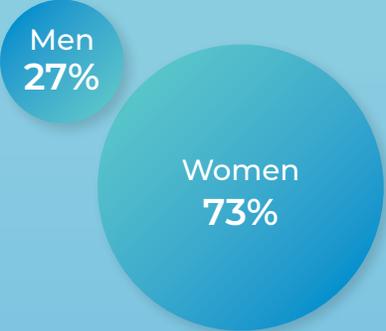
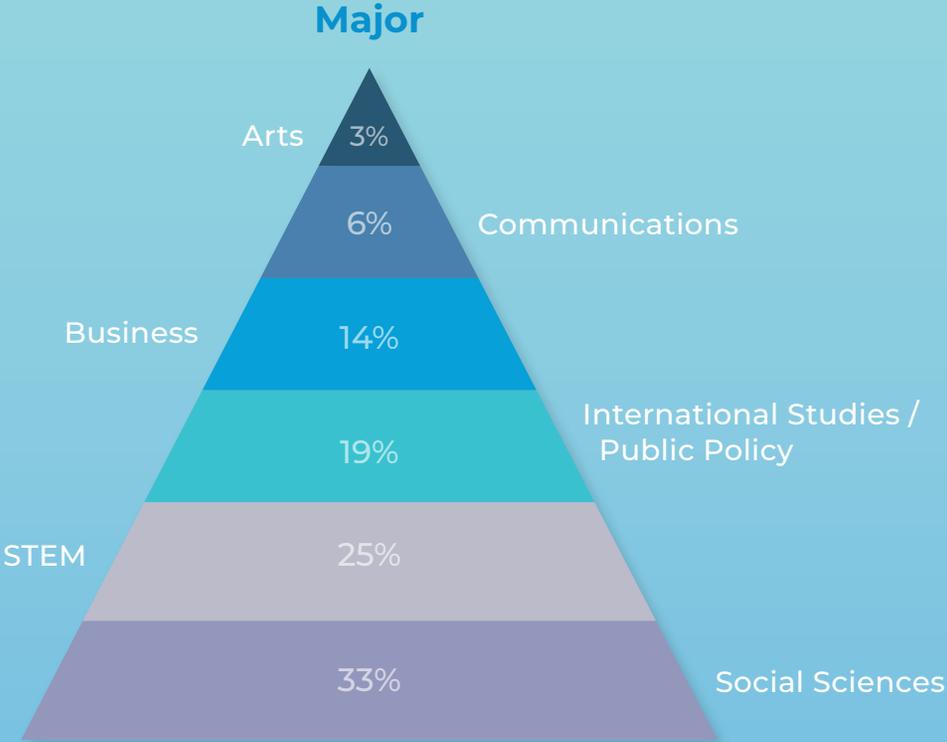
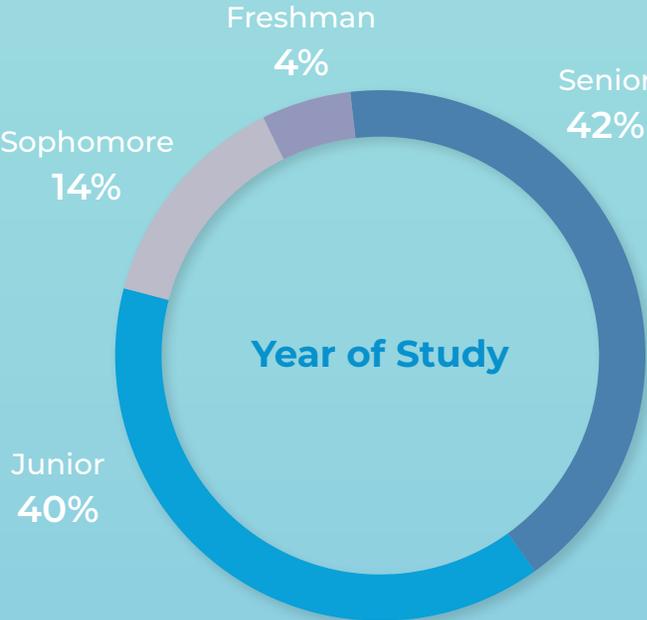


## GLOBAL STUDENT LEADERSHIP SUMMIT SPONSORSHIP

The Global Student Leadership Summit is an opportunity for Diversity Abroad to support diverse alumni of international programs. In its 5th year, the 2019 Global Student Leadership Summit (GSLS) will attract dozens of diverse and underrepresented students who have participated in global programs to spend four days focusing on the skills essential to being a successful leader in a diverse and global society. Students will participate in hands-on student leadership sessions, engage in critical dialogue, establish and maintain relationships with like-minded student leaders, and connect with professionals from higher education, as well as the public and private sectors. Participation in GSLS will help student leaders develop and strengthen important skills such as: self-awareness, communication, team building, embracing diversity & difference, and more.

# STUDENT ATTENDEE STATS

**3.4**  
Average GPA



Gender Split

# GLOBAL STUDENT LEADERSHIP SUMMIT SPONSORSHIP OPTIONS

## GSLS HOST SPONSOR

**\$6,000** | Exclusive Opportunity

**SPONSOR BENEFITS** | Listing on GSLS website, full-page ad in conference program, insert in conference tote, exhibit table, opportunity to view student participant profiles, send custom email to student participants, address student participants, and one complimentary registration for the Diversity Abroad Conference.

## GSLS PARTNERS

**\$3,650** | 4 Opportunities

**SPONSOR BENEFITS** | Listing on GSLS webpage, listing in GSLS program of events, opportunity to view student participant profiles, exhibit table, and one complimentary registration for the Diversity Abroad Conference.

## SESSION SPONSOR

**\$850** | 9 Opportunities

**SPONSOR BENEFITS** | Listing on GSLS website, listing in GSLS program of events, and opportunity to place informational materials inside the session rooms.

## KEYNOTE SPONSOR

**\$2,500** | Exclusive Opportunity

**SPONSOR BENEFITS** | Listing on Conference website, branding outside the event auditorium, and opportunity to introduce the keynote speaker.

## WELCOME RECEPTION

**\$2,500** | Exclusive Opportunity

**SPONSOR BENEFITS** | Signage placed outside of reception, marketing materials placed on cocktail table tops, and recognition in the GSLS program as the welcome reception sponsor.

## ADD-ON TRAVEL STIPEND

**\$1,250** | Unlimited Opportunities

A named \$500 travel grant for a GSLS participant.



## MINORITY SERVING INSTITUTION GLOBAL EDUCATION SUMMIT SPONSORSHIP

As part of its commitment to build capacity for study abroad and comprehensive internationalization at Minority Serving Institutions (MSIs), Diversity Abroad will host the 4th Annual Minority Serving Institution Global Education Summit. The MSI Global Education Summit brings together dozens of administrators, academics, and practitioners from minority serving institutions who are working to internationalize their campuses with education abroad, international students, and other global learning opportunities. The MSI Global Education Summit is designed to enhance the institutional capacity of MSIs to integrate international education efforts into the current campus climate.

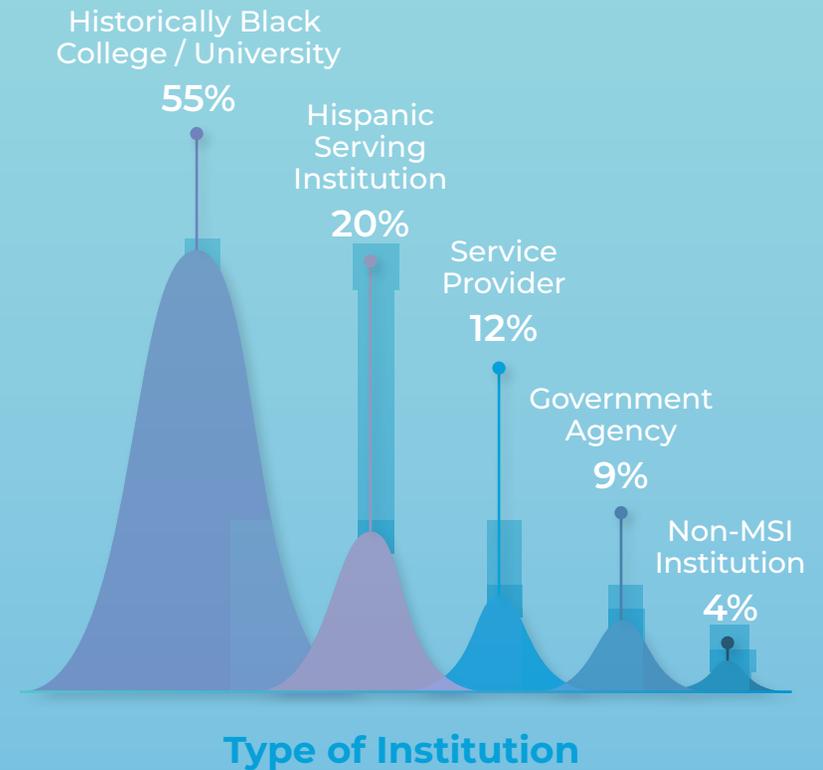
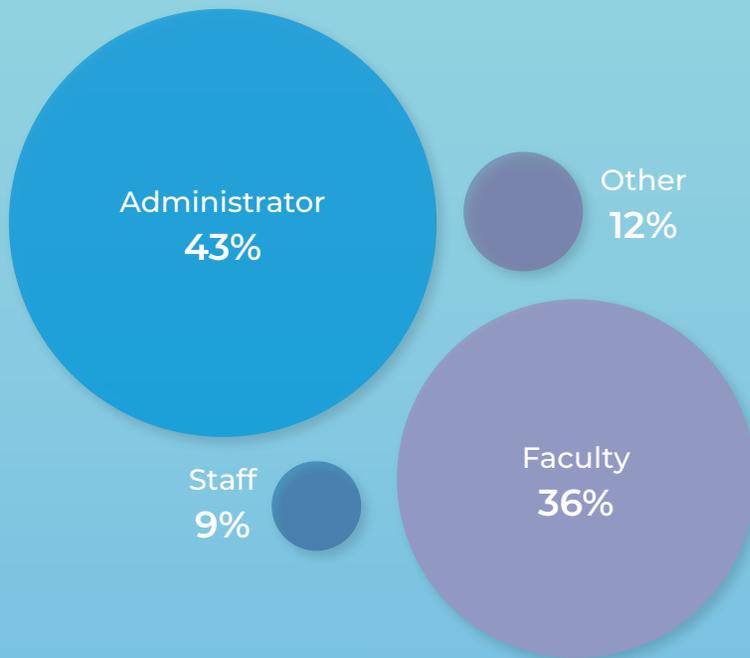
Supporting the MSI Global Education Summit will provide sponsors the opportunity to engage with a diverse group of professionals from MSIs who are interested in establishing partnerships to build capacity to internationalize their campuses.

# MSI SUMMIT STATS

# 100%

of respondents rate the MSI Summit as "Good" or "Excellent"

## Level of Experience



# MSI GLOBAL EDUCATION SUMMIT SPONSORSHIP OPTIONS

## Sponsor Benefits

	<b>DIAMOND SPONSOR</b> <b>\$15,000</b>   Exclusive	<b>ADVOCATE</b> <b>\$7,500</b> 2 Opportunities	<b>ENVOY</b> <b>\$3,000</b> 4 Opportunities
Recognition on all MSI Conference signage	✓		
Opportunity to address conference attendees	✓		
Access to MSI Summit attendee list prior to the event	✓	✓	
Approved marketing material placed inside the attendee packets	✓	✓	
Recognition in pre-summit communications	✓	✓	
Materials placed on information table	✓	✓	✓
Listing on sponsor section of MSI Summit webpage	✓	✓	✓
Number of complimentary MSI Summit registrations	<b>3</b>	<b>2</b>	<b>1</b>

## Other Sponsorship Options:

### OPENING RECEPTION

**\$4,000** | Exclusive Opportunity

**SPONSOR BENEFITS** | Signage placed outside of reception, branded drink tickets, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the opening reception sponsor.

### NETWORKING BREAKFAST

**\$3,500** | Exclusive Opportunity

**SPONSOR BENEFITS** | Opportunity to introduce the speaker, branding inside the event, and recognition in the conference program as the networking breakfast sponsor.

Sponsors will be recognized in the Diversity Abroad Conference program.

# 2019

## DIVERSITY ABROAD CONFERENCE SPONSOR & EXHIBITOR GUIDE



[conference.diversitynetwork.org](http://conference.diversitynetwork.org)

[members@diversityabroad.org](mailto:members@diversityabroad.org)

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