



TACRAO Corporate Relations Report 11/10/2024

**Committee Members:** Hannah McDonald, Chair Texas A&M University-Central Texas  
 Tiffany Lipscomb, Past-Chair-University of North Texas  
 Moses DeLeon, Member-University of Incarnate Word  
 Brandi Havens, Member-Clarendon College

**Summary:** The 2024 Corporate Relations Committee secured 37 sponsors with a total of \$89,500 less a \$2,000 refund for International Education Evaluations and Motomatic PBC totaling \$87,500 raised plus \$8,200 worth of in-kind sponsorships for a total value of \$94,950. There will be 25 session presentations from exhibitors at this year’s conference.

**Exhibitors and Levels:**

Company Name	Sponsor Level	Contract Amount
2025 LAC	Exhibitor Only	N/A
42Chat	Exhibitor Only	\$ 1,000.00
AB Student Services	Exhibitor Only	\$ 1,000.00
Academic Credentials Evaluation Institute, Inc. (ACE)	Exhibitor Only	\$ 1,000.00
Ad Astra	Silver Sponsor	\$ 2,500.00
Axiom Higher Education	Silver Sponsor	\$ 2,500.00
BMI Imaging Systems, Inc.	Exhibitor Only	\$ 1,000.00
Cambridge Assessment International Education	Silver Sponsor	\$ 2,500.00
CampusESP	Silver Sponsor	\$ 2,500.00
College Board	Silver Sponsor	\$ 3,000.00
CollegeNET	Silver Sponsor	\$ 2,500.00
CollegeSource, Inc.	Platinum Sponsor	\$ 6,250.00
Coursedog	Silver Sponsor	\$ 2,500.00
CourseLeaf	Silver Sponsor	\$ 2,500.00
DegreeSight	Gold Sponsor	\$ 3,500.00
EdVisorly	Silver Sponsor	\$ 2,500.00
Ellucian	Silver Sponsor	\$ 2,500.00
Flash Photography	Diamond Sponsor	IN KIND
Graduation Alliance	Silver Sponsor	\$ 2,500.00
Grooper	Silver Sponsor	\$ 2,500.00
Herff Jones	Exhibitor Only	\$ 1,250.00
HighPoint Technology Solutions	Silver Sponsor	\$ 2,500.00

KTech Products LLC	Silver Sponsor	\$ 2,500.00
Kuali	Exhibitor Only	\$ 1,000.00
MedProctor	Silver Sponsor	\$ 2,500.00
Micah's Printing	Exhibitor Only	\$ 1,000.00
National Student Clearinghouse	Platinum Sponsor	\$ 4,750.00
OneOrigin	Silver Sponsor	\$ 2,750.00
Paradigm Inc.	Silver Sponsor	\$ 5,000.00
Parchment	Silver Sponsor	\$ 2,750.00
TAMUS RELLIS Academic Alliance	Exhibitor Only	\$ 1,250.00
SDR Educational Consultants	Exhibitor Only	\$ 1,000.00
SISSCORP	Silver Sponsor	\$ 2,500.00
Softdocs	Gold Sponsor	\$ 3,500.00
St. George's University, Schools of Medicine & Veterinary Medicine	Exhibitor Only	\$ 1,000.00
Stellic	Silver Sponsor	\$ 2,500.00
Validity.id	Exhibitor Only	\$ 1,250.00
Workday	Silver Sponsor	\$ 3,500.00

**Fees Waived:** 2025 LAC

Flash Photography was provided booth space in exchange for their services at the Diamond Sponsor value. San Marcos Convention & Visitors Bureau donated to 2024 LAC and will be honored as a Platinum Sponsor.

**Sponsor Attendees:** There will be 85 exhibitor attendees at the 2024 TACRAO Conference.

**Official Services:** The official contractor for this year's conference will be Atrium Hospitality. Each exhibitor will receive an 8'x10' booth with table package which includes pipe and drape, draped table, two chairs and a company sign. Electrical needs and trash cans will be handled by the Embassy Suites in our contract with the convention center. Atrium Hospitality will be handling shipping, and any other extra needs requested by exhibitors directly.

**Exhibit Location:** Exhibits will be in convention center hallways 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 2025 TACRAO Conference.

**Recommendations/Areas of Improvement:** Process map for setting up exhibitor registrations, timelines for communications, and FAQ and points of contact list for next chair. Establish brand guide to share with exhibitors. Possibly add some flexibility for corporate relations attendees only. There was not flexibility to add additional booths at the end and people who had not been responsive to my attempts to reach out to them wanted to "just attend". If there is an opportunity, possibly offering an attendee only registration (after regular sponsorship has ended) for corporate relations at \$500. We just seemed to be confined by the space. Using Google Drive and sharing the documents it with LAC POCs.

Respectfully submitted on behalf of the committee,  
Hannah McDonald-Corporate Relations Chair 2024