



Austin, Texas
July 12–14, 2023

2023 Via Annual Conference

At Via, we believe it's powerful to connect people and ideas. That's the driving force behind our first-ever Via Annual Conference, July 12–14, 2023, in Austin, Texas.

During this one-of-a-kind conference, we'll bring current and prospective Via clients together to share ideas, ask questions, participate in live Via demos, and learn more about Via's innovative software solutions.

For sponsors like you, this will be an integrative, interactive experience. You won't be off in a separate exhibit hall. You'll be part of the action. Just as Via does, we want you to bring your expertise to the International Education community to make it better.

What's in it for you?

As a sponsor, you'll be integrated with participants in all conference sessions, giving you maximum time to build relationships. You'll have opportunities to engage with attendees and get to know them through a range of activities, from interactive games to topic-driven breakfast roundtables.

Being a Via Conference sponsor is an excellent way to:

- BUILD** brand awareness for your products and services
- ALIGN** with a brand that is powering global experiences in innovative way
- ENGAGE** with attendees in a way that's uncharacteristic of conferences
- ASK** questions of attendees and gather research results via polls and surveys

About Via

Founded in 2012 by international educators for international educators, Via helps higher education institutions and study abroad providers power global experiences for #everystudent and #everytraveler through a Software as a Service (SaaS) platform that's focused on Traveler Relationship and Risk Management.

Our Mission

Empower leaders in the international education community to engage every student, faculty member, and traveler in global experiences through innovative, powerful, and user-focused Traveler Relationship and Risk Management (TRM) software. Our focus on #everytraveler means leaders across the world have the tools they need to engage, enroll, manage, and connect with students and travelers from every background at every stage of their journey abroad.

Sponsorship Levels

<p>Platinum includes booth and up to four conference registrations \$7,500</p>	<p>Gold includes booth and up to three conference registrations \$5,000</p>	<p>Silver includes booth and two conference registrations \$4,000</p>	<p>Bronze includes booth and one conference registration \$3,000</p>
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Platinum Sponsorship

As a Platinum Sponsor, you'll introduce the keynote speaker at the opening session! You'll also have the opportunity to create a two-minute promo/commercial about your company (provided by you).

Cost for platinum level is \$7,500 and includes booth and up to four conference registrations as well as your choice of one of the following options:

- WELCOME RECEPTION** Kick-off the conference on Wednesday with Welcome Reception.
- NETWORKING BREAK SPONSORS** Your logo displayed for the morning and afternoon breaks.



Gold Sponsorship

As a Gold Sponsor, you'll have the opportunity to lead a roundtable discussion/networking activity. You'll also have the opportunity to create a one-minute promo/commercial about your company (provided by you).

Cost for gold level is \$5,000 and includes booth and up to three conference registrations as well as your choice of one of the following options:

- EVENT APP** Your logo on an interactive event app that includes sponsors, speakers, sessions and activities.
- CHARGING STATIONS** Your logo on charging stations throughout the conference.
- WI-FI** Your logo on the network name and password, if desired.
- LIVE MUSIC** Sponsor a band or musician that plays music from across the globe (*sponsor to pay directly for cost of band/musician on Wednesday, July 12th at the Welcome Reception*).
- SELFIE STATION** Situated at the entrance, our Selfie Station will be the place for attendees to take photos on the Via "pink" carpet, in front of Via and sponsor logos.



Silver Sponsorship

As a Silver Sponsor, you'll have the opportunity to participate in all conference activities.

Cost for silver level is \$4,000 and includes booth and two conference registrations as well as your choice of one of the following options.

- GREEN SPONSOR** All-day water and/or coffee station where you can have your branded water dispensers and water bottles (*sponsor will provide water bottles—up to 200*).
- FREE HEADSHOTS** Offer free professional headshots; your logo goes in all promotions.
- YOGA** Provide branded yoga towels and invite attendees to morning yoga sessions (*sponsor to pay for towels—estimated 40 towels total*).
- GAME LOUNGE** Provide giant Jenga, board games, and/or branded games (*sponsor to pay for their choice of games*).



Bronze Sponsorship

As a Bronze sponsor, you'll have the opportunity to participate in all conference activities. Cost for bronze level is \$3,000 and includes booth and one conference registration.

Additional Sponsorship Opportunities

Let's get creative! Additional sponsorship ideas and opportunities are welcome. If you have some to suggest, please contact Via's Marketing Manager, Mara Ohorodnik, at mara@via-trm.com.



Conference Space

Via's Annual Conference will be held at the brand-new Thompson Austin, a boutique hotel in the heart of Austin. This stunning hotel just opened in January 2022 and has everything from a poolside rooftop bar to rooms with the latest in tech. Attendees can stay at the Thompson or choose the adjacent tommie Austin.

