

Vendor & Publisher Engagement Task Force, submitted by: Kristen Wilson and Kristy White

Members

Kristy White, chair (Duquesne University)

Nicole Ameduri, member (SpringerNature - NASIG Fundraising Coordinator)

Anu Moorthy, member (Duke University Medical Center)

Philip Faust, member (Gale, a Cengage Company)

Gregory Malar, member (Rockefeller University Press)

Melanie Masserant, member (JoVE)

Raymond Pun, member (Alder Graduate School of Education)

Emily Ray, member (University of North Florida)

Sarah Schulman, member (Ithaka)

Kristen Wilson, board liaison (Index Data)

Continuing Activities, placing emphasis on any activities supporting the 2017-2021 Strategic Plan (Required)

Completed support of strategic direction #5, NASIG will work to enhance benefits for commercial vendors, in addition to benefits for our other members, the task force discussed ways to make NASIG membership and sponsorship more attractive to vendors.

Completed Activities, placing emphasis on any activities supporting the 2017-2021 Strategic Plan (Required)

In support of strategic direction #5, the Task Force (TF) put together an interim list of Sponsorship Tiers to reflect the Online Conference format. This [proposal](#) was submitted to and approved by the board. The TF also completed a [survey](#) of the vendor and publisher community.

- [VPETF Results Summary](#)
- [Vendor & Publisher Engagement in NASIG \(Responses\)](#)
- The TF completed a list of Sponsorship Tiers to reflect the Online Conference format. This [proposal](#) was submitted to and approved by the board. The Sponsorship [website](#) was updated to reflect these changes.

Recommendations to Board

After having met for the two years, the first year getting off to a slow start and the second starting in the midst of a Global Pandemic, the VPETF recommends discontinuing the Task Force and integrating the work of the task force within other committees.

With a successful end to the Task Force, increasing vendor participation with 6 new vendors totaling, \$26,000 more in revenue, there is currently not enough work or time to create a full fledged committee but the Task Force puts forth these recommendations for the future:

- **Sponsorships recommendation:** Vendors should cover the entire cost of the Award(s) they sponsor. Then dependent on the total cost they are permitted conference attendance within the Tier that the amount covers. This will allow for NASIG to take less of a hit on the cost of the attendance for the award winners.
- **Online/Hybrid Conferences** could lead to better accessibility for both vendors and attendees with little or no budget.
 - It could also allow lower cost awards for smaller vendors to sponsor.
- **Considerations** must be made for the smaller vendors who wish to participate but do not have the staffing to cover booths or lightning talks.
 - Also consider reaching out to the list of vendors that have yet to attend NASIG and give them the reasons why they should attend. (via listserv or list that Nicole A. maintains).
 - Consider keeping the “fun” sponsorship activities for the hybrid conferences, such as the ice cream social, Happy Hour... etc.

submitted on: May 3, 2021