

If you are considering being an FIGT conference sponsor, I would say – don't miss out on this opportunity!

—Lisa Helmers, Associate Director, ArborBridge

Who Sponsors FIGT?

"The recognition we received as an FIGT sponsor was abundant," ArborBridge Associate Director, Lisa Helmers, told us after our 2012 conference in Washington, DC. "Unlike tradeshows or massive conferences, the intimate setting of FIGT allows for ample interaction between sponsors and attendees. You are absolutely guaranteed high-quality visibility and interested visitors to your table during the conference."

Deciding to sponsor a 200-person conference of specialists helping families make international moves didn't come totally easy: "It was a little bit of a gamble for us to sponsor the event and send three representatives."

You Needn't Represent Exxon or the World Bank

[ArborBridge](#) connects students all over the world to America's most elite tutors. Rather than seeking out clients directly, Lisa and her team intended to make connections across sectors: "Due to the nature of our business (online academic mentorship, tutoring, and test preparation), the majority of our students are referred to us through a school administrator or educational professional. We met many 'connectors' who put us in touch with other contacts, offered advertising opportunities, aided in representing our services overseas, or offered up advice/insights on potential opportunities in locations around the globe.

"Although we attend quite a few conferences throughout the year, the [FIGT conference](#) was unique in that it introduced us to a different group of professionals than we had previously been exposed to."

Sponsorship + Professional Growth = "High Touch" Connections

"Aside from the sponsorship benefits," Lisa told us that the conference sessions "provided us an invaluable professional development opportunity about the wide variety of topics that are very important to the students we work with."

"In addition, I would say that the most rewarding part of being a sponsor during the conference was the warm welcome we received from all attendees." This makes us proud, because our mission is to create a welcoming, "high-touch" professional atmosphere.

Lisa concluded: "We were very happy with our decision to sponsor our first FIGT conference. If you are considering being an FIGT conference sponsor, I would say – don't miss out on this opportunity!"