



CAEL

San Diego
November 10-12, 2010

Hyatt Regency
Mission Bay Spa & Marina

Create the Wave:
Workforce, Education and Change



CAEL

The Council for Adult and Experiential Learning

CAEL is a non-profit organization devoted to expanding lifelong learning opportunities for adults and to advancing experiential learning and its assessment. CAEL works with its members, partners and clients to:

- ✦ Support and develop educational institutions and professionals dedicated to adult learning and Prior Learning Assessment
- ✦ Design and administer employee growth and development programs
- ✦ Consult with employers to develop education and career development strategies
- ✦ Help colleges and universities become adult learning focused institutions
- ✦ Develop and advocate for public policy related to adult learning and workforce education
- ✦ Conduct research and produce publications on Prior Learning Assessment and related topics

Who Attends CAEL Conferences?

- ✦ Adult learning specialists and advocates
- ✦ Managers of accelerated degree programs and online learning courses for adults
- ✦ Employers investing in workforce education and training
- ✦ Prior Learning Assessment faculty and administrators
- ✦ Government, labor, business and educational professionals involved in workforce development programs and policy
- ✦ Executives and managers of non-profits and community-based organizations working with adult learners
- ✦ Individuals involved in issues related to skills standards and employability
- ✦ College representatives interested in creating a more adult learning focused institution
- ✦ Human resource development and training professionals
- ✦ Continuing education professionals

Become a Conference Sponsor

CAEL has a sponsorship plan that ensures your name is in front of conference attendees during high-visibility events and throughout the 2010 conference. We have specially designed several sponsorship packages to fit a variety of different companies, institutions and organizations. All levels of sponsorships receive online recognition on our website.

Sponsorship Level	Complimentary conference registrations	Advertisement in Conference Program	Recognition at the event (if appropriate)	Sponsor name badges (to be worn by the sponsoring organization's representatives at the conferences)	Give-away items and Specific Event Sponsorships
PLATINUM \$10,000	Two	Full-page (7.5 x 10 inches)	Verbal recognition and signage with logo	Platinum level name badge	Conference Tote Bags USB/Jump Drives Opening Plenary Session & Keynote Speaker Luncheon Program (speaker and/or award) Plenary Session & Keynote Speaker
GOLD \$8,500	One	Full-page (7.5 x 10 inches)	Verbal recognition	Gold level name badge	The Cyber Café CAEL Conference Program CAEL T-Shirts CAEL Conference Baseball Caps
SILVER \$7,500	One	Full-page (7.5 x 10 inches)	Verbal recognition and signage	Silver level name badge	Ice Cream Social Bake Shop or Wellness Break Welcome Reception
BRONZE \$5,000	None	Half-page (3 x 10 inches)	Verbal recognition and signage	Bronze level name badge	Conference Tracks Special Interest Groups (SIGS) Continental Breakfasts General Sessions Coffee Breaks Various giveaway items including: name badge pouches, pens, note pads, micro-fiber sunglass pouches, water bottles, travel coffee mugs, travel alarm clocks, business card holders, mini-maps
COPPER \$1,500 - \$4,500	None	Half-page (3 x 10 inches)	Verbal recognition	Copper level name badge	None
PARTNER \$1,000	None	Quarter-page (3 x 4.75 inches)	Verbal recognition	Partner level name badge	None

Become a Conference Exhibitor

All exhibitors will receive:

- ✿ **Direct Contact:** With over 400 college and university administrators and practitioners, business leaders, human resource professionals and public policymakers.
- ✿ **High Traffic and Visibility:** Exhibits will be set up in the Pavilion Ballroom at the Hyatt Regency Mission Bay. The Cyber Café, Coffee and Wellness Breaks, an Ice Cream Social and a special Welcome Reception will all be held in the exhibit hall.
- ✿ **CAEL Conference Registration:** One complimentary registration is included in the price of an exhibit booth. This allows entrance into the workshops, plenary and keynote sessions and three luncheon events.
- ✿ **Free Promotion:** Your organization will demonstrate its support of adult learning and workforce development with its listing in the final on-site program (if received by September 15, 2010) and in the issue of the CAEL Forum & News following the conference.
- ✿ **Web Site Link:** CAEL will provide a free listing on our Web site with a link to your organization's Web site.

Exhibit Booth Fees & Specifications

- ✿ \$1,350 per 8' x 10' space for CAEL institutional or organizational members and nonprofit organizations
- ✿ \$1,600 per 8' x 10' space for non-members

Specifications

Booth Size: 8' deep x 10' wide

Included in the Booth Price

- ✿ One (1) complimentary conference registration
- ✿ One (1) 8' x 10' draped booth
- ✿ One (1) 7" x 44" identification sign
- ✿ 8' back drape
- ✿ 3' sideline curtain dividers
- ✿ Exhibitor Service (electronic) Kit
- ✿ Listing in the on-site conference program, CAEL Forum & News and on the CAEL Web site
- ✿ Exhibitor ribbon to identify you on your badge
- ✿ Additional booth furnishings and other related services (accessories, drapery, labor, electrical, telephone, additional signage, flowers, cleaning, lighting, etc.) may be obtained directly from the official decorator.

Previous Conference Exhibitors

ACHE
ACT, Inc.
American InterContinental University Online
Argosy University
Ashford University
AutoDP
Boston University Metropolitan College
Cambridge College
Capella University
Central Michigan University Off-Campus Programs
The College Board
Compass Knowledge Group
Datamark
Deltak
DeVry University
DSST Credit by Exam
EdMap
EducationforAdult.com
Eduventures
Excelsior College

InsideTrack
Intelliworks, Inc.
iStudySmart.com
JMH Consulting
Jobs for the Future
Kaplan University
Kendall Hunt
KeyTrain
Minnesota Online/MN State
College & Universities
National University
The NYT Knowledge Network

and Epsilen
Noel-Levitz
NRF Foundation
Pearson
Rasmussen College
Regis University School for Professional Studies
Saint Mary's College of California
Servicemembers Opportunity College
Stamats
StraighterLine and Smarthinking
Strayer University
The College Board/CLEP
University Alliance Online
University of Phoenix
Upper Iowa University
Western Governors University

**Make
the MOST
of Your Exhibit**

✱ Use your post-conference mailing list in your follow up marketing

✱ Issue a letter or article in your organization's newsletter promoting attendance to the conference

✱ Include the CAEL Conference dates in your organization's advertisements

✱ Issue news releases to the media announcing your participation in CAEL's 2010 International Conference

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More information available on our website: www.cael.org/conference_2010.html

Previous Conference Sponsors

AcademyOne
ACT
Alamo Community College District
Allstate Insurance Company
American Income & Life
Antioch University
Arkansas Association of Two-Year Colleges
Ashford University
Athabasca University
Bank of America
Barry University
Bellevue Community College
Benedictine University
Berkeley College
Bismarck State College
BJC Healthcare
Blue Cross Blue Shield of Illinois
Boston University
Bowie State University
Brandman University
Bronx Community College
Brunswick Corporation
Buena Vista University
California State University-Dominguez Hills
Cambridge College
Capitol Community College
Central Michigan University
Chicago School of Professional Psychology
Cockerham & Associates
College of New Rochelle
Collegiate Consortium
Communications Workers of America
Community College of Vermont
Contract Alliance
Corporation for a Skilled Workforce

Corporation for Enterprise Development (CFED)
Council on Competitiveness
Crawford & Associates
CVS/pharmacy
Datamark
DePaul University
Dow, Lohnes PLLC
Drexel's Goodwin College
Eastern Illinois University
Elmhurst College
Empire State College
Evangelical Lutheran Good Samaritan Society
Excelsior College
Exelon
Fairleigh Dickinson University
Fielding Graduate Institute
FMC Technologies
Foley Maldonado & O'Toole
Foothill College
Gateway Community College
Georgia State University
Grand Rapids Community College
Grant Thornton
Hare Brothers
Harrison Middleton University
Immaculata University
Indiana University School of Continuing Studies
Innovative Leadership
Innovation Network for Communities (INC)
Institute for Business Performance
Inver Hills Community College
IUPUI
Ivy Tech Community College
JFK University

Jobs for the Future
Johnson State College
Jossey-Bass
Kaplan University
Kendall Hunt
Kentucky Community & Technical College System
KeyTrain
Knapp & Associates International, Inc.
Lesley University
Levi Strauss & Co.
Marketing Solutions
Marquette University
Medgar Evers College
Mesa State University
Metropolitan Community College
Metropolitan State University
Microsoft Corporation
Minnesota Online
National Center for Telecommunications Technologies
National University
NCHEMS
New Economy Strategies
New Jersey City University
Nichols College
North Shore-LIJ Health System
Norwalk Community College
Ohio University
Pace University Seidenberg School of Computer Science and Information Systems
Peirce College
Penn State University
Prometric
Public Policy Associates
Regis University
RGL Consultants

Rio Salado College
S. Stein and Company
Saint Leo University
Saint Xavier University
San Diego Community College District
Seedco
Sinclair Community College - IT@Sinclair
Society for Human Resource Management
Southern New Hampshire University
Spring Arbor University
Springfield Technical College
St. Louis Community College
St. Xavier University
Stevens Institute of Technology
Strayer University
Suffolk County Community College
Swartz, Retson & Co. PC
The Manufacturing Institute, National Association of Manufacturers
The Boeing C
The New York Times
The Walt Disney Company
Thomas Edison State College
True Value Company
UCSF Medical Center
Union Institute & University
University of Connecticut
University of Indianapolis
University of Pennsylvania Health System
University of Phoenix
University of the Incarnate Word
Utility Workers Union of America
Verizon Wireless
Western Massachusetts Electric Company
Widener University College
Yankee Gas - The Northeast Utilities System