



cael 2021 | SAN DIEGO
NOVEMBER 17-19

Access, Engage and Collaborate with Post Secondary Institutions



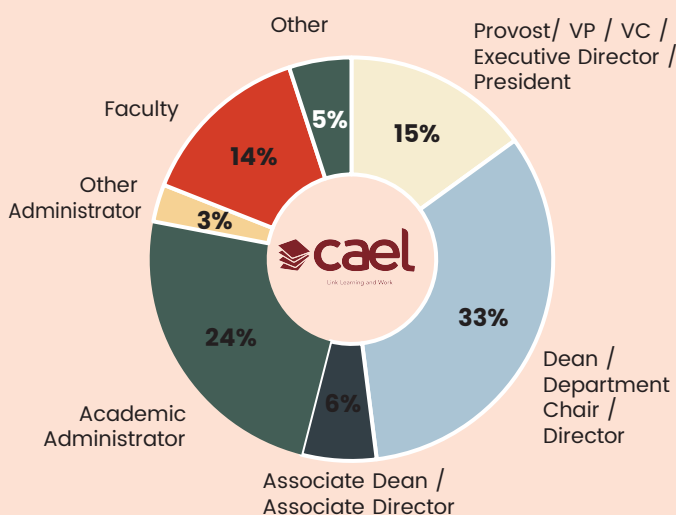
- Connect with higher education professionals from hundreds of colleges and universities across the country.
- Experience the only conference of its kind that helps post secondary professionals and institutions understand and implement programs designed to help adult learners succeed.
- Meet passionate advocates for adult learners who seek solutions to help their institutions better serve this population.



- With over 1500 attendees at the 2020 Virtual Conference, CAEL has a history of attracting adult learning leaders from higher education, along with supporters of CAEL's mission of adults achieving academic and career success.
- Sponsorship demonstrates your support for adult learners and the critically important work our members do every day on their behalf.

Who Attends

Past Attendee Demographics by Title



Connecting those who serve adult learners in the classroom and workplace for 46 years and counting



“The benefits that I receive from our CAEL membership and from attending CAEL conferences are beyond compare. Whether it is a small scale pilot project or a large campus wide initiative, if it is for our adult learners I know that CAEL has the research, expertise and professional network that will help me ensure the success of our project.”

Tracy Robinson, Director, Innovative Academic Initiatives, The University of Memphis
Attended for seven years

Conference attendees seek these types of solutions to enhance their work in supporting adult learners:



Technology and resources for knowledge and skills assessment, i.e., Credit for Prior Learning



Enrollment marketing strategies and services to attract adult learners



Tools and resources for online and in-person teaching and learning



Professional development resources for faculty, staff and administrators



Learning Management Systems and integrated tools



Online learning to enhance and supplement current degree programs



Digital badges, micro-credentials and stackable learning pathways



Innovative career exploration tools supporting adult learners in the workforce



Creative workforce development programs, simulations and certifications

And more!

Conference Sponsorship Opportunities

Diamond Sponsor

- Introduce a keynote
- Host a webinar for CAEL's membership
- Increase your visibility by sponsoring mobile app platform
- Engage with members on a topic of your choice in CAEL's membership community
- Prominent booth space at CAEL Conference

Platinum Sponsor

- Host a small group meeting with specially chosen attendees
- Share articles with CAEL's membership in our quarterly newsletter
- Sponsor a special event at the annual conference
- Prominent booth space at CAEL Conference

Gold Sponsor

- Support an award winner and promote your brand
- Host a networking opportunity for members
- Sponsor a track of sessions to increase awareness
- Prominent booth space at CAEL Conference

Silver Sponsor

- Feature content in attendee pre-conference email
- Gain visibility on CAEL's website

Bronze Sponsor

- Gain visibility on CAEL's Website

Annual Sponsorship Opportunity

Collaborator Sponsor

- Elevate your organization as a thought leader and connect with CAEL membership throughout the year. This includes hosting a webinar and a complimentary booth at the CAEL Conference.

All sponsors receive admission to CAEL's conference and visibility on CAEL's website as a sponsor of the event. All sponsors will receive a list of registrants (names only).

Sponsorship opportunities are customizable. Not sure which opportunity is right for you? Together, we'll discuss your goals and create a package to effectively target your marketing message.

Contact Damien Padilla at dpadilla@cael.org

