

CAEL  
CONFERENCE 2023

• BALTIMORE •

NOVEMBER 8-10

CAEL CONFERENCE 2023 | NOVEMBER 8-10

# Join us in Baltimore!

The 2023 CAEL conference brings together educators, employers, workforce development organizations, community leaders, and others focused on aligning learning and work so that adults achieve continuous economic advancement.

CAEL welcomes sponsors who want to articulate their commitment to connecting education to employment. Share your dedication to improving the connections between education and careers for adults.



- Connect with higher education and workforce professionals from hundreds of colleges, universities, and workforce organizations.
- Experience the only conference of its kind that helps postsecondary 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 organizations better serve this population.



- With 1000+ attendees at the 2022 Hybrid Conference, CAEL has a history of attracting adult learning leaders from higher education, workforce, industry, and other nonprofits that support CAEL's mission of creating equitable access for adults to achieve academic and career success.
- Connect with our 4000+ strong CAEL membership. **Learn more about CAEL's membership.**

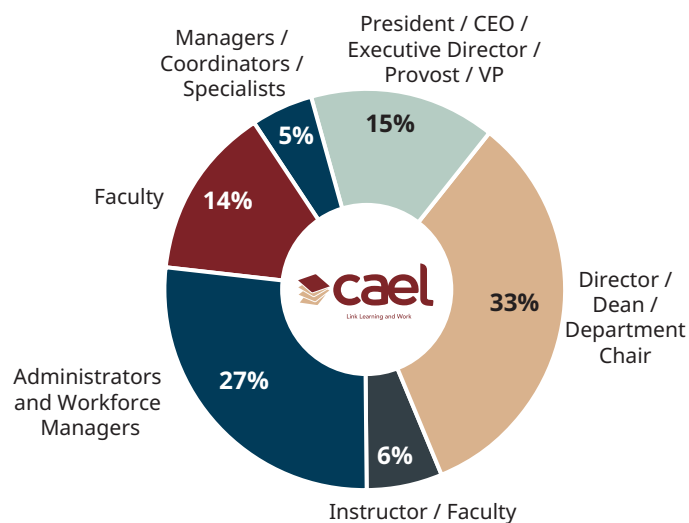
# The CAEL CONFERENCE brings together postsecondary institutions, employers, workforce organizations and individuals interested in championing adult learners

CAEL Conference 2023  
[cael.org](https://cael.org)

## EXPAND YOUR NETWORK

The CAEL conference offers exceptional opportunities to cultivate existing relationships, generate new prospects and build awareness of your organization's services and products. We encourage our sponsors to fully immerse themselves in our conferences to gain greater knowledge of our members' needs.

## ATTENDEES FROM POSTSECONDARY EDUCATION AND WORKFORCE ORGS



Connecting those who serve adult learners in the classroom and workplace for nearly fifty years

"I am incredibly excited about the CAEL Conference. A venue to discuss how to achieve equity is critical for both students and institutions of higher learning to be successful."

Keith Curry, Ed.D  
President/CEO  
Compton College

## CONFERENCE ATTENDEES SEEK SERVICES AND SOLUTIONS TO ENHANCE THEIR WORK IN SUPPORTING ADULT LEARNERS:

- Technology and resources for knowledge and skills assessment
- Innovative workforce training programs and certifications
- 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
- Mission-driven organizations solving challenges facing adult learners
- Learning Management Systems and integrated tools
- Online learning to enhance and supplement current degree programs
- Industry certification training, stackable learning pathways, digital badges, and micro-credentials
- Innovative career exploration tools that support adult learners in the workforce

# CAEL Offers a Wide Variety of **SPONSORSHIPS**

## SPONSORSHIP AND EXHIBITING DETAILS

### CONFERENCE SPONSORSHIP LEVELS

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

#### **DIAMOND PACKAGE \$20,000**

- Gain visibility on the website and directory
- Main enhanced sponsor visibility
- Guest blog
- Host a webinar beyond the conference
- Pre/Post list of attendees
- Engage with CAEL members in community platform
- Premiere location for a 10'x10' exhibit booth with 1 table and 2 chairs
- Virtual exhibit booth
- (4) In-person registration, (4) virtual registration
- Invitation to members-only pre-conference reception

*Choice of (1) of the following, may also choose from the Platinum, Gold, and Silver options:*  
 — Introduce a Keynote speaker and have logo visibility at sponsored keynote session  
 — Feature panelist at a major session (must be confirmed by March 31st, 2023)

#### **PLATINUM PACKAGE \$15,000**

- Guest blog
- Host a webinar beyond the conference
- Pre/Post list of attendees
- Premiere location for a 10'x10' exhibit booth with 1 table and 2 chairs
- Virtual exhibit booth
- (3) In-person registration, (3) virtual registration
- Invitation to members-only pre-conference reception

*Choice of (1) of the following, may also choose from the Gold and Silver options:*  
 — Sponsor of Welcome Reception  
 — Sponsor a large giveaway item (Examples: t-shirts, tote bags, USB drives, etc)  
 — Host a private invite only virtual coffee break or reception  
 — Private meeting/receptions with small groups of selected attendees  
 \*additional fees may apply for hosting additional food and beverage

#### **GOLD PACKAGE \$10,000**

- Gain visibility on the website and directory
- Pre/Post list of attendees
- Engage with CAEL members in community platform
- 10'x10' exhibit booth with 1 table and 2 chairs
- Virtual exhibit booth
- (2) In-person registrations, (2) virtual registrations
- Invitation to members-only pre-conference reception

*Choice of (1) of the following, may also choose from the Silver options:*  
 — Lead a workshop, roundtable discussion, or EdTalk (live or virtual, limited available) \*limited availability  
 — Sponsor a small giveaway item with your logo (Examples: pens, note pads, water bottles, travel coffee mugs, hand sanitizer, etc)  
 — Sponsor lanyards with logo  
 — Sponsor a break in the Exhibit Hall (Examples: Ice cream social, Bake shop, Wellness Break, etc)  
 — Introduce CAEL Award Winner at keynote session (4 available)

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### **EXPOSURE**

Gain significant marketing exposure for your company with on-site and online promotional opportunities



### **LEAD GENERATION**

Optional session in a conference track. Attendee lists with email addresses (excluding opt-outs)



### **FLEXIBILITY**

Sponsorship opportunities are customizable. We'll create a package to effectively target your message

continued...

<b>SILVER PACKAGE \$6,000</b>	<ul style="list-style-type: none"> <li>• Gain visibility on the website and directory</li> <li>• Pre/Post list of attendees</li> <li>• Engage with CAEL members in community platform</li> <li>• 10'x10' exhibit booth with 1 table and 2 chairs</li> <li>• Virtual exhibit booth</li> <li>• (2) In-person registration, (2) virtual registration</li> </ul> <p><i>Choice of (1) of the following:</i></p> <ul style="list-style-type: none"> <li>— Pre-record a 50 minute workshop (virtual) *limited availability</li> <li>— Lead an in-person roundtable discussion, or EdTalk *limited availability</li> <li>— Featured content in attendee pre-conference emails</li> <li>— Introductory email to select members of CAEL audience</li> </ul>
<b>EXHIBIT BOOTH PACKAGE \$3,500</b>	<ul style="list-style-type: none"> <li>• 10'x10' booth with 1 table and 2 chairs</li> <li>• (2) In-person registrations</li> <li>• Pre/Post list of attendees</li> </ul>
<b>BRONZE PACKAGE \$2,500</b>	<ul style="list-style-type: none"> <li>• Gain visibility on the website and directory</li> <li>• (1) In-person registration, (1) virtual registration</li> </ul>

***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 message.*  
**Contact Matt Waltz: [Mwaltz@cael.org](mailto:Mwaltz@cael.org)**



Link Learning and Work

About The Council for Adult and Experiential Learning (CAEL): Recognizing that adult learners are the backbone of the U.S. economy, CAEL helps forge a clear, viable connection between education and career success, providing solutions that promote sustainable and equitable economic growth. CAEL opens doors to opportunity in collaboration with workforce and economic developers; postsecondary educators; employers and industry groups; foundations and other mission-aligned organizations. By engaging with these stakeholders, we foster a culture of innovative, lifelong learning that helps individuals and their communities thrive. A national, nonprofit membership organization established in 1974, CAEL is a part of Strada Collaborative. Learn more at [cael.org](http://cael.org) and [stradacollaborative.org](http://stradacollaborative.org).

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## INTERESTED IN HOLDING A SPECIAL EVENT?

Ask us about additional sponsorship opportunities of a CAEL conference event or plan your own branded event. CAEL will assist with securing a venue and planning for your attendee event. Open events will be promoted via CAEL marketing channels.

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