

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.

**BECOME A CAEL SPONSOR.** ACCESS, ENGAGE AND COLLABORATE WITH POSTSECONDARY EDUCATION, WORKFORCE, ECONOMIC DEVELOPMENT, EMPLOYERS AND INDUSTRY



- Connect with higher education and workforce professionals from hundreds of colleges, universities, and workforce organizations across the country.
- 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 and industry and organizations that support CAEL's mission of creating equitable access for adults to achieve academic and career success.
- Sponsorship demonstrates your support for adult learners and the critically important work our members do every day on their behalf.

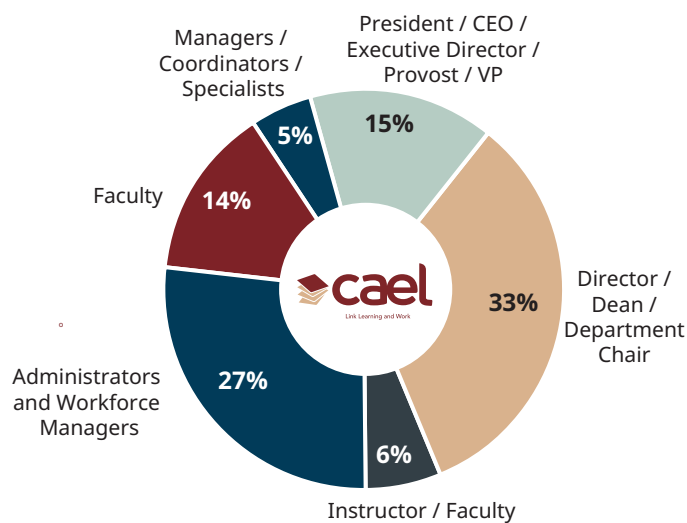
 **cael**  
Link Learning and Work

# The CAEL CONFERENCE brings together postsecondary education, businesses, industry, workforce organizations and individuals interested in championing adult learners

## 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. Learn more about **CAEL's membership**.

## ATTENDEES FROM POSTSECONDARY EDUCATION AND THE WORKFORCE



## 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 (CPL)
- Creative workforce development programs, simulations and certifications
- Enrollment marketing strategies and services to attract adult learners
- Tools and resources for online and inperson 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
- Digital badges, micro-credentials, and stackable learning pathways
- Innovative career exploration tools that support adult learners in the workforce

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

# CAEL Offers a Wide Variety of SPONSORSHIPS

## CONFERENCE SPONSORSHIP LEVELS OVERVIEW

### DIAMOND SPONSOR

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

### 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
- Prominent booth space at CAEL Conference

### SILVER SPONSOR

- Feature content in an attendee pre-conference email
- Your logo featured as a sponsor on the conference site

### BRONZE SPONSOR

- Gain visibility on CAEL's Website

### ANNUAL COLLABORATOR OPPORTUNITY

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. Collaborators receive admission to CAEL's conference and visibility on CAEL's website as an event sponsor. All sponsors receive a list of registrant names.

## 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. 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
- 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

- 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
- 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

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



### 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

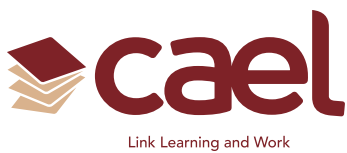
Sponsorship opportunities are customizable. We'll create a package to effectively target your message

continued...

<b>GOLD PACKAGE</b> <b>\$10,000</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 registrations, (2) virtual registrations</li> <li>• Invitation to members-only pre-conference reception</li> </ul> <p><i>Choice of (1) of the following, may also choose from the Silver options:</i></p> <ul style="list-style-type: none"> <li>— Lead a workshop, roundtable discussion, or EdTalk (live or virtual, limited available) *limited availability</li> <li>— Sponsor a small giveaway item with your logo (Examples: pens, note pads, water bottles, travel coffee mugs, hand sanitizer, etc)</li> <li>— Sponsor lanyards with logo</li> <li>— Sponsor a break in the Exhibit Hall (Examples: Ice cream social, Bake shop, Wellness Break, etc)</li> <li>— Introduce CAEL Award Winner at keynote session (4 available)</li> </ul>
<b>SILVER PACKAGE</b> <b>\$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</b> <b>\$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> </ul>
<b>BRONZE PACKAGE</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>• Gain visibility on the website and directory</li> <li>• Pre/Post list of attendees</li> <li>• (1) In-person registration, (1) virtual registration</li> </ul>
<b>ADDITIONAL OPPORTUNITIES TO CONNECT WITH CAEL MEMBERSHIP:</b>	<ul style="list-style-type: none"> <li>• <b>Annual (Three Year commitment) Collaborator Package</b></li> <li>• Ask about becoming a CAEL Collaborative Partner - <b>Contact: Mwaltz@cael.org</b></li> </ul>

**We look forward to having you join us! Our exhibitors and sponsors are an important part of our conference and for that, we thank you.**

**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: Mwaltz@cael.org**



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 and stradacollaborative.org.

**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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[www.cael.org](http://www.cael.org)