



CAEL CONFERENCE 2025 | NOVEMBER 11-14

# Join us in Memphis!

## Bridging Education and Employment in the Heart of Memphis

The 2025 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 as well as employers.
- Experience the only conference of its kind that helps postsecondary professionals and institutions understand and implement programs designed to help adult learners succeed.
- With typical annual hybrid conference attendance of 1,000+, meet passionate advocates for adult learners and workers who seek solutions to help their organizations better serve this population.



- CAEL has a strong legacy of attracting leaders from higher education, workforce, industry, and other nonprofits that support CAEL's mission to align learning and work so that adults achieve continuous, long-term career success.
- Connect with our 5000+ strong CAEL membership. **Learn more about CAEL's membership.**



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

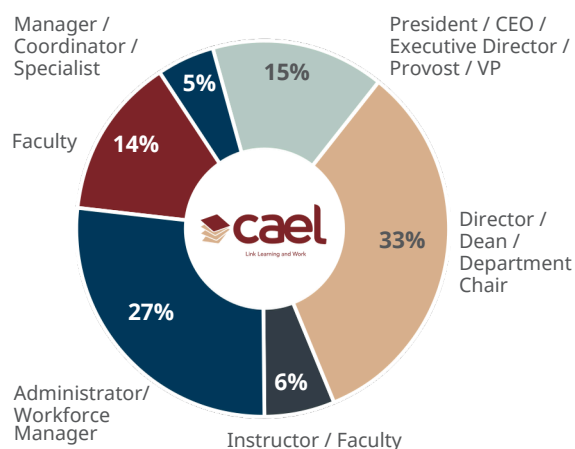
### EXPAND YOUR NETWORK

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 conference to gain a greater understanding of our attendees' needs.

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

- 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 tools for online and in-person teaching and learning
- Professional development resources for faculty, staff, and administrators
- Mission-driven organizations solving challenges that face adult learners and workers
- Online learning options for course development to enhance and supplement current degree programs
- Industry certification training, stackable learning pathways, digital badges, and microcredentials
- Innovative career exploration tools that support adult learners in the workforce

### ATTENDEES FROM POSTSECONDARY EDUCATION, WORKFORCE AND INDUSTRY ORGANIZATIONS







## SPONSORSHIP

### RECOGNITION AND BENEFITS

Sponsorships are sold à la carte, and the overall sponsorship level is determined by the total sponsorship contribution. All CAEL 2025 sponsors receive:

- Digital profile on the CAEL conference website, AttendeeHub and mobile app, including company name, logo, hyperlink, mailing address, phone number, social media links, and company description
- Recognition on sponsor signage throughout the conference
- Discounted rate for additional in-person registrations
- Visibility as a sponsor on the **CAEL.org** website

**Prefer a customizable opportunity?**

Please contact

Matt Waltz,

[mwaltz@cael.org](mailto:mwaltz@cael.org)

In addition to these benefits, exclusive sponsor level-based benefits are as follows:

Bronze (\$2,500 - \$4,999)	Ruby (\$5,000 - \$7,499)	Silver (\$7,500 - \$9,999)	Gold (\$10,000 - \$14,999)	Platinum (\$15,000 - \$24,999)	Diamond (\$25,000 +)
•(1) virtual registration	•Pre-/Post list of attendees •(1) In-person registration, (1) virtual registration	•Pre-/Post list of attendees •25% discount on in-person exhibit booth •(2) In-person registrations, (2) virtual registrations	•Enhanced sponsor visibility •Pre-/Post list of attendees •35% discount on in-person exhibit booth •(3) In-person registrations, (3) virtual registrations •Invitation to members-only pre-conference reception	•Enhanced sponsor visibility •Guest blog •Pre-/Post list of attendees •Premier location for a 10'x10' exhibit booth with 1 table and 2 chairs •Virtual exhibit booth •(4) In-person registrations (4) virtual registrations •Invitation to members-only pre-conference reception	•Enhanced sponsor visibility •Guest blog •Host a webinar before or after the conference •Pre-/Post list of attendees •Premier location for a 10'x10' exhibit booth with 1 table and 2 chairs •(6) In-person registrations, (6) virtual registrations •Invitation to members-only pre-conference reception

## KNOWLEDGE HUB EXHIBIT BOOTHS

### KNOWLEDGE HUB HOURS OF OPERATIONS

The CAEL 2025 Knowledge Hub will be held in the Tennessee Exhibit Hall in Memphis. Knowledge Hub hours have been scheduled to provide maximum interaction between Annual Conference attendees and exhibitors.

### EXHIBIT BOOTH PACKAGE - \$4,000

BOOTH PACKAGE INCLUSIONS	BOOTH SETUP AND TEARDOWN	EXHIBIT BOOTH RATES 10'X10' BOOTH: \$4,000
<ul style="list-style-type: none"> <li>• One complimentary full registration</li> <li>• 10' x 10' Exhibit Booth</li> <li>• Exhibit booth ID sign with company name and booth number</li> <li>• Two basic chairs, one 6' skirted table, and one wastebasket</li> <li>• Company name, booth number, hyperlink, contact information, 100-word description, and primary product category listed on the Conference website and mobile app</li> <li>• Company name and booth number listed on the exhibit hall entrance unit</li> </ul>	<ul style="list-style-type: none"> <li>• Please note the tentative times listed below:</li> </ul> <p><b>Setup:</b> Wednesday, November 12 10 a.m. - 12 p.m.</p> <p><b>Show Hours:</b> Wednesday, November 12 12 p.m. - 6:30 p.m. Thursday, November 13 7a.m. - 12 p.m.</p> <p><b>Tear Down:</b> Thursday, November 13 12 p.m. - 2 p.m.</p>	<ul style="list-style-type: none"> <li>• Contracted exhibit booth space does not include shipping, material handling, labor, sign hanging, specialty furniture, specialty carpet and draping, equipment rental, booth cleaning, booth electricity, utilities, or internet service</li> <li>• These services may be ordered through the CAEL 2025 Exhibitor Service Kit, provided by Alliance Expo, CAEL's official service contractor</li> </ul>

## THOUGHT LEADERSHIP

### LIMITED OPPORTUNITIES AVAILABLE

IN-PERSON OPPORTUNITIES	VIRTUAL OPPORTUNITIES
<p><b>Workshops (\$10,000):</b></p> <p>A 50-minute session on a timely topic aligned to one or more Learning Tracks. Workshops must include interactive elements and are designed to introduce colleagues to a topic the presenter is expert in and spark discussion.</p>	<p><b>Virtual Workshops (\$5,000):</b></p> <p>A 50-minute session on a timely topic aligned to one or more Learning Tracks. Virtual workshops must be designed to introduce and engage colleagues on a topic on which the presenter is an expert. Virtual sessions can be pre-recorded or presented live.</p>
<p><b>Roundtable (\$8,000):</b></p> <p>An informal 45-minute facilitated discussion, where multiple presentations occur concurrently. Roundtables are designed for informal and engaging conversation.</p>	<p><b>Virtual Roundtable (\$4,000):</b></p> <p>A virtual informal 45-minute facilitated discussion, where multiple presentations occur concurrently. Roundtables are designed for informal and engaging conversation.</p>
<p><b>EdTalks &amp; WorkforceTalks (\$6,000):</b></p> <p>Quickfire sessions with strict guidelines - presentations can be no longer than 7 minutes and use no more than 14 slides, with font no smaller than 28 pt. Multiple EdTalks &amp; WorkforceTalks are scheduled in one space in sequence. Designed to give CAEL's collective audience a shallow dive into an interesting topic.</p>	

## PREMIER MAIN STAGE VISIBILITY

LUNCH WELCOME — \$25,000	GENERAL SESSION — \$20,000
<p><b>1 available (Thursday)</b></p> <p><i>Welcome attendees to 2025 CAEL Conference during this keynote featuring a notable speaker and a plated lunch.</i></p> <ul style="list-style-type: none"> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> <li>• Sponsorship of keynote featured in one pre-meeting e-blast</li> <li>• Sponsorship of keynote featured on CAEL social media post in advance of the Conference</li> <li>• Keynote available to virtual audience as a live streamed presentation</li> <li>• Logo projected on screens during the keynote</li> <li>• Logo recognition on signage outside of the keynote session meeting room</li> <li>• Verbal recognition during the keynote</li> <li>• Reserved seating for select guests</li> </ul>	<p><b>4 available (Thursday Afternoon and Friday Morning)</b></p> <p><i>Moderate, lead, or serve as a panelist on a major session presented in the ballroom.</i></p> <ul style="list-style-type: none"> <li>• Be a featured speaker at a General Session*</li> <li>• Session featured in one pre-meeting e-blast</li> <li>• Session featured on CAEL's Conference Mobile App in advance of the Annual Meeting</li> <li>• Logo projected on screens during the general session</li> <li>• Logo recognition on signage outside of the general session meeting room</li> <li>• Verbal recognition during the general session</li> </ul> <p><i>* Presentation must be submitted for approval to the CAEL planning team by March 31st, 2025</i></p>
OPENING WELCOME — \$20,000	CLOSING RALLY — \$18,000
<p><b>1 available (Wednesday)</b></p> <p><i>Welcome attendees to 2025 CAEL Conference during this keynote featuring a notable speaker.</i></p> <ul style="list-style-type: none"> <li>• Sponsorship of keynote session featured in one pre-meeting e-blast</li> <li>• Sponsorship of keynote session featured on CAEL social media post in advance of the Conference Annual Meeting</li> <li>• Logo projected on screens during the keynote</li> <li>• Logo recognition on signage outside of the keynote session meeting room</li> <li>• Verbal recognition during the keynote</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> <li>• Reserved seating for select guests</li> </ul>	<p><b>1 available (Friday)</b></p> <p><i>Close out the conference during this keynote featuring a notable speaker.</i></p> <ul style="list-style-type: none"> <li>• Sponsorship of keynote session featured in one pre-meeting e-blast</li> <li>• Sponsorship of keynote session featured on CAEL social media post in advance of the Conference Annual Meeting</li> <li>• Logo projected on screens during the keynote</li> <li>• Logo recognition on signage outside of the keynote session meeting room</li> <li>• Verbal recognition during the keynote</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> <li>• Reserved seating for select guests</li> </ul>

## AWARD RECOGNITION OPPORTUNITIES



MORRIS T. KEETON AWARD \$5,000	PAMELA TATE RISE AWARD \$5,000	COMMUNITY IMPACT AWARD \$5,000	LEARNER OF THE YEAR AWARD \$5,000	ADULT LEARNER IMPACT AWARD \$5,000
<b>1 available</b> Introduce one of the 2025 CAEL Conference Award Winners during this keynote featuring a notable speaker <ul style="list-style-type: none"> <li>• Logo projected on screens during the award presentation</li> <li>• Logo recognition on signage outside of the award presentation</li> <li>• Verbal recognition during the award presentation</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	<b>1 available</b> Introduce one of the 2025 CAEL Conference Award Winners during this keynote featuring a notable speaker <ul style="list-style-type: none"> <li>• Logo projected on screens during the award presentation</li> <li>• Logo recognition on signage outside of the award presentation</li> <li>• Verbal recognition during the award presentation</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	<b>1 available</b> Introduce one of the 2025 CAEL Conference Award Winners during this keynote featuring a notable speaker <ul style="list-style-type: none"> <li>• Logo projected on screens during the award presentation</li> <li>• Logo recognition on signage outside of the award presentation</li> <li>• Verbal recognition during the award presentation</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	<b>1 available</b> Introduce one of the 2025 CAEL Conference Award Winners during this keynote featuring a notable speaker <ul style="list-style-type: none"> <li>• Logo projected on screens during the award presentation</li> <li>• Logo recognition on signage outside of the award presentation</li> <li>• Verbal recognition during the award presentation</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	<b>1 available</b> Introduce one of the 2025 CAEL Conference Award Winners during this keynote featuring a notable speaker <ul style="list-style-type: none"> <li>• Logo projected on screens during the award presentation</li> <li>• Logo recognition on signage outside of the award presentation</li> <li>• Verbal recognition during the award presentation</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>

*\*Note: Additional awards may be presented at CAEL's discretion.*

## NETWORKING SPONSOR OPPORTUNITIES

WELCOME RECEPTION SPONSOR — \$15,000	PRESIDENT'S RECEPTION — \$18,000
Become the Welcome Reception Sponsor! <ul style="list-style-type: none"> <li>• Logo recognition on signage at the Welcome Reception</li> <li>• Logo recognition on drink tickets to be handed out during the reception</li> <li>• Ability to distribute drink tickets to conference attendees from your exhibit booth (1 per attendee)</li> <li>• Recognition in the Mobile App</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	Become the President's Reception Sponsor, an exclusive event reserved for C-suite attendees and VIPs! <ul style="list-style-type: none"> <li>• Logo recognition on signage at the President's Reception</li> <li>• Logo recognition throughout event on beverage napkins and stations</li> <li>• Recognition in the Mobile App</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>

## NETWORKING SPONSOR OPPORTUNITIES (cont.)




<b>MEMBER RECEPTION — \$12,000</b> <p>Become the Member's Reception Sponsor at the kickoff to the conference where we gather members to mix and mingle!</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage at the Member's Reception</li> <li>• Logo recognition throughout event on beverage napkins and stations</li> <li>• Recognition in the Mobile App</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul>	<b>MILITARY COMMUNITY OF PRACTICE RECEPTION - \$10,000</b> <p>Become the Military Community of Practice Reception Sponsor at the conference!</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage at the reception</li> <li>• Logo recognition throughout event on beverage napkins and stations</li> <li>• Recognition in the Mobile App</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul> 
<b>PRIVATE BREAKFAST MEETING — \$8,000</b> <p>Host a private breakfast meeting with select attendees!</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage</li> <li>• CAEL will assist with targeting attendees with the guidance of sponsor</li> </ul> <p><i>* Additional fees may apply for hosting food &amp; beverage</i></p>	<b>PRIVATE DINNER MEETING — \$12,000</b> <p>Host a private reception or dinner meeting with select attendees!</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage</li> <li>• CAEL will assist with targeting attendees with the guidance of sponsor</li> </ul> <p><i>* Additional fees may apply for hosting food &amp; beverage</i></p>
<b>WELLNESS BREAKS — \$6,000</b> <p><b>5 available — (Wednesday/Thursday AM &amp; PM, Friday AM)</b></p> <p>Sponsor a Wellness Break for Attendees</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage at break</li> <li>• Recognition in the Mobile App</li> </ul>	<b>VOLUNTEER OPPORTUNITY - \$5,000</b> <p><b>Help CAEL attendees give back to the community!</b></p> <p>Sponsor a meaningful volunteer opportunity, such as assembling care packages for our military community. Your organization's commitment to social responsibility will be highlighted as attendees contribute to a worthy cause, creating a lasting positive impact beyond the conference.</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage</li> </ul> 

## BRAND AWARENESS OPPORTUNITIES

<b>HEADSHOT CAFE — \$10,000</b> <p><b>1 available</b></p> <p>Sponsor a headshot cafe for attendees to come get an updated headshot!</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage outside of the headshot cafe</li> <li>• Recognition in the Mobile App</li> </ul>	<b>REGISTRATION BAGS — \$10,000</b> <p><b>1 available</b></p> <p>Feature your logo on the registration bags for all conference attendees!</p> <ul style="list-style-type: none"> <li>• Company can assist with the designs on bags</li> </ul>
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## BRAND AWARENESS OPPORTUNITIES (cont.)

CAEL Conference 2025  
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<b>CHARGING STATION — \$10,000</b>	<b>WIRELESS INTERNET —\$8,000</b>
<p><b>2 available</b></p> <p>Help keep attendees' electronics fully charged throughout the conference by sponsoring.</p> <ul style="list-style-type: none"> <li>• Logo recognition on charging station wrap</li> </ul>	<p><b>1 available</b></p> <p>Free internet access is the most requested item by Annual Meeting attendees.</p> <ul style="list-style-type: none"> <li>• Company logo recognition will be associated everywhere the WiFi access code is provided</li> </ul>
<b>PRE-CONFERENCE RECOGNITION - \$7,000</b>	<b>ATTENDEE LANYARDS —\$6,000</b>
<p><b>7 available</b></p> <p>Sponsor a pre-conference workshop of your choice</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage outside of room</li> <li>• Recognition in the Mobile App</li> <li>• Opportunity for one executive representative to deliver a brief noncommercial message (maximum of three minutes)</li> </ul> 	<p><b>1 available</b></p> <p>Sponsor lanyards for all conference attendees by featuring your company logo!</p>
<b>TRACK RECOGNITION —\$6,000</b>	<b>HOTEL KEY CARDS — \$5,000</b>
<p><b>6 available</b></p> <p>Sponsor a learning track of your choice</p> <ul style="list-style-type: none"> <li>• Logo recognition on signage outside of track room</li> <li>• Recognition in the Mobile App</li> </ul>	<p><b>1 available</b></p> <p>Sponsor hotel key cards for all conference hotel guests!</p> <ul style="list-style-type: none"> <li>• Company can assist with the designs on cards</li> </ul>
<b>MOBILE APP — \$4,000</b>	<b>GIVEAWAY ITEMS — \$2,500</b>
<p><b>1 available</b></p> <p>Be the exclusive mobile app sponsor. The only place to receive the most up-to-date conference information!</p> <ul style="list-style-type: none"> <li>• Recognition in pre-conference email to download the app</li> <li>• One banner or push notification with company information</li> </ul>	<p>Feature your logo imprinted on the conference giveaway item of your choice to be distributed to all conference attendees. Examples include notepads, pens, USB drives, stress balls, water bottles, etc.</p> <p><i>*Plus the cost of the production/execution</i></p>
<b>MILITARY COMMUNITY OF PRACTICE: LEVEL I - \$2,500</b>	<b>MILITARY COMMUNITY OF PRACTICE: LEVEL II - \$5,000</b>
<p>CAEL's Military Community of Practice (Mil CoP) is a dedicated group of professionals within the CAEL membership focused on improving educational and career outcomes for the military-connected community, particularly in assisting veterans and their families with the transition from active duty to training or employment.</p> <ul style="list-style-type: none"> <li>• Logo and link on the Mil CoP webpage</li> </ul> 	<p>For an enhanced sponsorship opportunity, your organization can champion CAEL's Military Community of Practice (Mil CoP), a committed group of professionals dedicated to significantly improving educational and career outcomes for the military-connected community, with a special focus on facilitating the transition of veterans and their families from active duty to successful training and employment.</p> <ul style="list-style-type: none"> <li>• Logo and link on the Mil CoP webpage</li> <li>• Author or host a communication for the Military Community of Practice (Mil CoP), such as a blog story or webinar</li> </ul> 



## MARKETING OPPORTUNITIES

35-50,000 ONLINE AD IMPRESSIONS — \$5,000

100,000 ONLINE AD IMPRESSIONS — \$10,000

### Amplify Your Brand: Precision Digital Retargeting Sponsorship with CAEL

Imagine reaching an audience already primed to engage with your brand. CAEL offers an exclusive opportunity to put your organization directly in front of highly qualified prospects through a cutting-edge retargeting digital ad campaign. This isn't just advertising; it's a strategic investment in measurable results. Best of all, CAEL does all the heavy lifting for you!

**Why partner with CAEL for retargeting?** Our campaigns are engineered for superior performance, delivering a significant competitive edge:

- 10X Higher Click-Through Rates: Our retargeting ads capture attention far more effectively than standard display ads, ensuring your message resonates
- 1000%+ Surge in Brand Searches: Witness a dramatic increase in direct searches for your business, indicating strong audience interest and intent
- 60% Purchase Consideration: A remarkable 60% of viewers actively notice and consider purchasing products or services from our retargeting ads
- 43% Higher Conversion Rates: Prospects exposed to our retargeting efforts are nearly 1.5 times more likely to convert into valuable customers

As a valued sponsor, you'll receive access to your dedicated Partner Dashboard, an online comprehensive portal where you can effortlessly download all your campaign assets and monitor your leads' progress.

**Questions about the benefits of retargeting ad campaigns?** Please contact Angela DeVere at [adevere@cael.org](mailto:adevere@cael.org)



*\*Our Military Community of Practice is dedicated to supporting and empowering service members, veterans, and their families. Look for this logo to easily identify sponsorship opportunities that directly support our military community of practice.*



About 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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