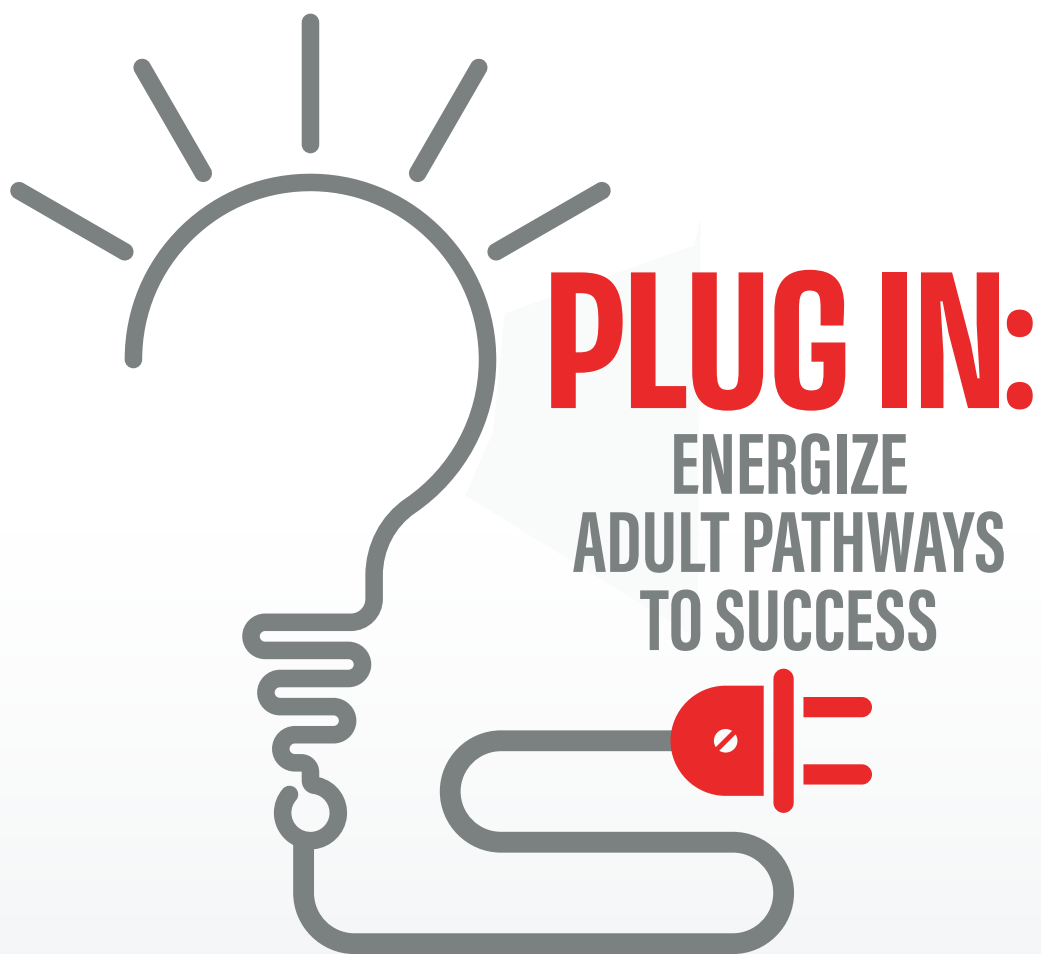




SPONSORSHIP OVERVIEW



2019 **CAEL** CONFERENCE
NOV. 6-8 | CHICAGO



Engage with CAEL's dynamic and motivated membership in a way that accomplishes your organization's goals. Sponsorship opportunities can be customized to meet your unique needs.

GOAL: Thought Leadership

Become a sought-after guide for education and workforce professionals who are looking for insight into the newest trends and latest research.

Take center stage (\$100,000 +)

- Fund research and partner with CAEL's leadership and membership to create something new! Confer with CAEL leadership to jointly determine a project that is valuable to the field, CAEL's audience and your customers. Partner with researchers to present findings as a keynote session at the CAEL Conference.

Set the tone (\$15,000 - \$25,000)

- Introduce a conference keynote speaker and clearly align your organization with the future of work and learning.

Share your vision (\$8,500 - \$10,000)

- Take ten minutes in the ballroom to share concise and impactful information or offer a full workshop and communicate your message directly with conference attendees.

GOAL: Conversation

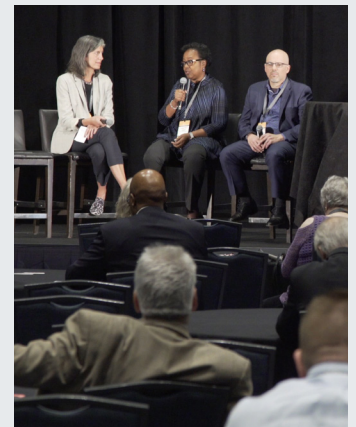
Emerge as an innovation conduit by creating memorable experiences for attendees, inspiring trust in your brand.

Bring your audience to you (\$5,000 +)

- Sponsor the attendance of an individual or group you would like to encounter and schedule one-on-one meetings throughout the conference to build relationships with new contacts.

Host your event (\$5,000 - \$75,000)

- Work with CAEL's team to create an event at the conference, ranging from special events in our host city for CAEL's entire audience, to private dinners for a select group of handpicked individuals.



GOAL: Visibility & Awareness

Become the topic of conversation and show your support by sponsoring an item or event that builds greater awareness for your brand.

Spark delight (\$8,500 +)

- Sponsor a branded give-away item that aligns with your organization. Examples include: insulated beverage holders, thumb drives, pens, umbrellas, stress balls, travel pillows and more.

Brand an experience (\$10,000 +)

- Earn app and on-site visibility by sponsoring a conference experience, including special sessions, meal breaks, networking spaces, award offerings and more.

Increase awareness (\$2,000)

- Build visibility and introduce yourself to our members with a link to your website on the CAEL website and a sponsor profile in our mobile app.



How else can we participate?

Sponsorships of \$5,000 or more include at least one complimentary conference registration.

Sponsors spending \$10,000 or more are entitled to a complimentary booth in our exhibit hall. Other options to customize your sponsorship include:

- Logo placement on CAEL membership emails and social media posts
- Branded charging stations
- Signature drink
- Food and drink selection at meal-sponsored events
- Rotating banners within the conference mobile app
- Additional on-site signage
- Scholarship donations

Sponsorship opportunities are customizable. Not sure which opportunity is right for you?

Contact Elizabeth Warner at ewarner@cael.org so that we can discuss your goals.

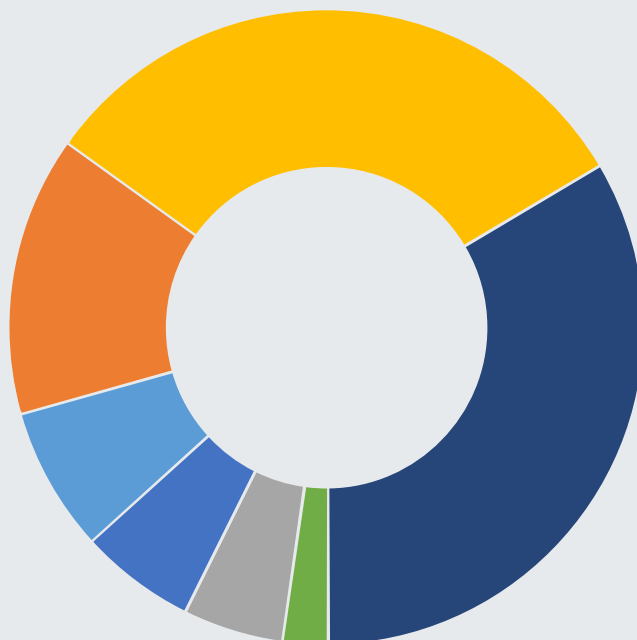
Together we'll create an appropriate package to effectively target your marketing message.

CUSTOMIZABLE SPONSORSHIPS



WHO ATTENDS

- Directors and Assistant Directors
- VPs and Assistant VPs
- Registrars and Assistant Registrars
- Corporate Level Execs
- Provosts and Assistant Provosts
- Managers and Assistant Managers
- Other



Exhibiting at the Conference

CAEL's Annual Conference attracts attendees from the higher education, workforce and economic development, and corporate sectors. The conference provides a valuable exhibit hall experience for our members, who are seeking to learn about new technologies, products and services that can help them recruit and engage adult learners. Exhibiting is a great way to experience high traffic during our group events, receptions, meals and breaks. Exhibitors also receive a listing on our mobile app and website, a complimentary full registration and an exhibit hall-only pass.

Exhibit Booth Fees

\$1,875 per 8' x 10' space*
for CAEL institutional or organizational members and nonprofit organizations.

\$2,125 per 8' x 10' space*
for non-members and for-profit companies and organizations.

**Deduct \$200 if application submitted by August 15th.*



The Council for Adult & Experiential Learning (CAEL)
A Strada Education Network Affiliate

55 East Monroe St.
Suite 2710
Chicago, IL 60603

2001 Pennsylvania Ave., NW
Suite 1100
Washington, DC 20006

Ph: 312-499-2600
Fax: 312-499-2601
www.cael.org