

CAEL INTERNATIONAL CONFERENCE

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.

Sponsorship Level	Free Registrations	Mobile App Visibility	Recognition	Give-Away Item and Event Sponsorship Options
PATRON \$25,000 and above	Four	Main banner, push notification thanking Patron Level sponsors, listing	Introductory comments during keynote or luncheon Verbal recognition from CEO Signage with logo at conference	Keynote Speaker Or Luncheon Program with introductory comments Or Welcome Reception Or Mobile App PLUS complimentary exhibit booth
KEY PARTNER \$15,000	Three	Main banner, push notification thanking Partner Level sponsors, listing	Verbal recognition from CEO Signage with logo at conference	Presentation in Quick-fire Session Or Exhibit Hall Or Closing Plenary Session Or choice of top-tier giveaway item with your logo. Examples: t-shirts, tote bags, badge holders, USB drives PLUS Complimentary exhibit booth
MAJOR DONOR \$10,000	Two	Push notification thanking Donor Level sponsors	Verbal recognition from CEO Signage with logo at conference	Ice Cream Social Or Bake Shop or Wellness Break, Or choice of mid-tier giveaway item with your logo. Examples: pens, note pads, water bottles, travel coffee mugs, hand sanitizer



<i>Sponsorship Level</i>	<i>Free Registrations</i>	<i>Mobile App Visibility</i>	<i>Recognition</i>	<i>Give-Away Item and Event Sponsorship Options</i>
SUPPORTER \$8,500	One	Push notification thanking Supporter Level sponsors	Verbal recognition from CEO Signage with logo at conference	General Session Or Conference Workshop Track
ADVOCATE \$7,000	One	Push notification thanking Advocate Level sponsors	Verbal recognition Signage with logo at conference	Continental Breakfasts Or Morning Coffee Breaks
FRIEND \$5,000	None	Push notification thanking Friend Level sponsors	Verbal recognition Signage with logo at conference	None
CONTRIBUTOR \$2,000	None	None	Signage with logo at conference	None

BECOME A CONFERENCE EXHIBITOR

All exhibitors will receive:

Direct Contact

With over 500 college and university administrators and practitioners, business leaders, human resource professionals and public policy makers.

High Traffic and Visibility

The Welcome Reception, Continental Breakfasts, an Ice Cream Social, and a Wellness Break will all be held in the exhibit hall.

CAEL Conference Registration

One complimentary registration is included in the price of an exhibit booth. This allows entrance into the workshops, plenary and keynote sessions and two luncheon events. In addition, exhibitors are entitled to a second complimentary pass valid for entrance into the exhibit hall ONLY. Additional EXHIBIT HALL ONLY passes are available for \$250.

Free Promotion

You will receive on-site visibility and a listing on our conference website and mobile app (if application is received by October 1st). A link to this listing will also be included in the post-conference issue of the CAEL Forum & News.



Website Link

CAEL will provide a free listing on our website with a link to your organization's website.

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.

SPECIFICATIONS

Booth Size: 8' deep x 10' wide included in the Booth Price

- One (1) complimentary conference registration (all events)
- One (1) complimentary pass to the Exhibit Hall ONLY
- One additional EXHIBIT HALL ONLY pass may be purchased for \$250.
- One (1) 8' x 10' pipe and draped booth
- One six foot table draped, two chairs
- One (1) 7" x 44" identification sign
- 8' back drape
- 3' sideline curtain dividers
- Exhibitor Service Kit (electronic)
- Listing in the CAEL Forum & News, on the conference website and in the conference mobile app
- Exhibitor ribbon to identify you on your badge
- Additional booth furnishings and other related services (accessories, drapery, labor, internet, electrical, telephone, additional signage, flowers, cleaning, lighting, etc.) may be obtained directly from the official decorator.
- *Lead Retrieval* system may be purchased for \$200.