

**2015 Fall CAEPCon  
September 17-19, 2015  
Washington Hilton Hotel | Washington, DC**

Ensure hundreds of educators see your company name and logo. CAEP has added new opportunities to increase your visibility throughout the meeting and beyond!

To participate in the sponsorship opportunities listed below, the company must be an exhibitor at the 2015 Fall CAEPCon.

**NEW!**

**Welcome Networking Reception: \$50,000/\$10,000** (*Exclusive or Multiple Opportunities*)

Date: Thursday, September 17

Join CAEP as a co-host of this premiere networking event on Thursday evening as attendees meet and mingle in a casual environment after the Welcome and Keynote address. More than 1,200 guests are expected to attend. This event will provide high-visibility branding opportunities and recognition.

Sponsorship benefits include:

- Premier signage and recognition at reception
- Opportunity to display promotional materials and provide giveaways at event
- Additional reception tickets

Additional benefits at \$50,000 include up to 10 CAEPCon registrations; complimentary 10'x10' exhibit booth; sponsor recognition on website, onsite signage and conference marketing materials; complimentary hospitality suite

Additional benefits at \$10,000 include up to 5 CAEPCon registrations; complimentary 10'x10' exhibit booth; sponsor recognition on website, onsite signage and conference marketing materials

**Conference Portfolios: \$6,500**

Each conference attendee will receive a portfolio at registration containing all the meeting materials, including the final program. Your company logo will be imprinted and prominently displayed on each portfolio. Participants can use these long after the conference is over.

*Supporter Benefits:*

- Product/corporate logo printed on one side of the portfolio and one insert within the portfolio.
- Offering elite advertising exposure, the conference portfolio is a new offering and is sure to be a coveted support opportunity at the 2015 Fall CAEPCon.
- The portfolios include all conference materials and are provided to each attendee upon registration check-in.
- With a limited number of portfolio inserts allowed, this opportunity puts you in front of attendees with your advertisement.
- Product/corporate logo on holder offering exposure to more than 1,200 attendees.

### *Deadlines*

- August 4 -- Logo Artwork Due

### **Hotel Room Key Cards: \$3,500**

Hotel key cards feature the supporter's advertisement and are given to conference attendees at hotel guest check-in. Each attendee guest receives two key cards per room.

### *Supporter Benefits:*

- Corporate logo/information printed on the front of the card

### *Deadlines*

- August 4 -- Artwork Due

### **CAEPCon Lanyards: \$3,800 SOLD**

Increase brand recognition by sponsoring lanyards conference participants will use throughout the conference, as well as have available for personal use long after the conference is over.

### *Advertiser Benefits:*

- Product/corporate logo on lanyard, offering exposure to all conference attendees
- The lanyards and badge holders are provided to every attendee at registration, ensuring the participating advertiser maximum visibility with meeting attendees.
- Badges are required throughout the conference, ensuring ongoing visibility for the participating advertiser.

### *Supporter Benefits*

- Product/corporate logo on holder offering exposure to more than 1,200 attendees.

### *Deadlines*

- August 4 -- Logo Artwork Due

### **Final Program**

*(see below for individual ad prices)*

The Final Program is a comprehensive guide to navigate the 2015 Fall CAEPCon. By providing readers with everything from general information to details regarding the program, your advertisement is sure to be seen by attendees when received in their registration portfolio.

### *Deadlines*

- August 4 -- Ad Space/Payment
- August 11 -- Ad Materials Due

*Premium Positions.* Available to one, two, or three participants!

- Back Outside Cover (color) \$1,700
- Inside Back Cover (color) \$1,200
- Inside Front Cover (color) \$1,450

*Advertising Dimensions and Rates (black and white, no bleed):*

- Full page \$800
  - Dimension: 8.375" x 10.875"
- 1/2 page horizontal \$400
  - Dimension: 8.375" x 5.4375"
- 1/2 page vertical \$400
  - Dimension: 4.1875" x 10.875"

- 1/4 page square \$250
  - Dimension: 5.75" x 4.5"

### **Pens: \$2,350**

Imprint your company name on pens and made available to all conference attendees.

#### *Deadlines*

- August 4 -- Logo Artwork Due

### **Water Bottles: \$6,000**

Keep attendees hydrated during, and long after the conference. Your logo, along with CAEP and AACTE, will wrap around a clear cylinder bottle, in white ink. A friendly reminder on their desk for attending the CAEPCon.

#### *Deadlines*

- August 4 -- Logo Artwork Due

### **Registration Inserts: \$500**

This opportunity puts your advertisement in every attendee's hand!

#### *Advertiser Benefits:*

- One insert to be included with registration materials

#### *Deadlines*

- August 4 – Review/Approval of Insert
- August 11 – Payment Due
- September 14 – Materials Shipped to Hotel

#### *Special Notes*

1. Inserts should not exceed 8 1/2" x 11" and are limited to one page in length.
2. All inserts must be submitted to [events@caepnet.org](mailto:events@caepnet.org) for final approval by CAEP. A copy of the insert must be approved by CAEP regardless of prior approval for other promotional opportunities at the conference. Copy should be sent no later than August 4 for review and approval.
3. CAEP will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted, and CAEP will notify you of final approval.
4. CAEP will provide hotel information for the advertiser. Labels should be placed on the outside of each box that is shipped.
5. The advertiser is responsible for sending the correct number of pieces. CAEP will not be responsible for shortages due to an incorrect number of pieces being received.
6. Do not ship inserts to the CAEP office. The advertiser will be responsible for cost incurred to ship to the insertion fulfillment house.
7. Due to weight and bulk of magazines, newspapers, and other publications, distribution may not be permitted in the portfolio.