

## 2017 Advance CTE Fall Meeting Sponsorship Opportunities

Dear Advance CTE Partners:

We invite you to join us October 16-18, 2017, Baltimore, MD, for the Advance CTE Fall Meeting! Our annual meetings draw more than 150 Career Technical Education (CTE) leaders from nearly every state for this premier event. The State CTE Directors are decision-makers and influencers in their states, so don't miss this opportunity to meet with this key audience!

Our meeting allows our sponsors to gain crucial face-to-face time with these leaders, and we offer an array of sponsorship benefits to help you best share your resources, services and materials with our attendees. Past Advance CTE meeting sponsors have overwhelmingly rated their sponsorship and experience as valuable, and we hope you will join us this year!

Our Fall Meeting features lively discussions about strengthening quality and access to CTE through the lens of [Putting Learner Success First: A Shared Vision for the Future of CTE](#). You will also hear how states are preparing for reauthorization of the Carl D. Perkins Career and Technical Education Act. Here are a few of big issues to be highlighted:

- Building effective stakeholder engagement;
- Strengthening secondary-postsecondary credit alignment; and
- Recruiting students into CTE programs of study.

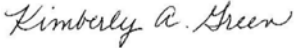
This year, you will see that we have worked hard to craft meaningful sponsorship opportunities to match the different shape, length and spirit of Fall Meeting. As a result of this work, we have now created separate price sets for each meeting, and are reflected in the packages below.

### HOW TO SPONSOR:

1. Choose a sponsor level package – Bronze, Silver, Gold, Platinum or Diamond.
2. Maximize your visibility by adding a la carte options to your sponsorship package.
3. Complete pages 5, 6, 7, and 8 of this form and return to [azimmermann@careertech.org](mailto:azimmermann@careertech.org) no later than **September 15, 2017**.

If you have any questions, please contact Andrea Zimmermann, Senior Associate for Member Engagement and Leadership Development at 301-588-9630 or [azimmermann@careertech.org](mailto:azimmermann@careertech.org).

Thank you for your work on behalf of the CTE community!

  
Kimberly A. Green  
Executive Director

*Please complete and return pages 5, 6, 7 & 8 no later than 9/15/2017 to  
Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org)*

**STEP 1: Select a Sponsorship Level**

Choose the best fit for your organization. Each level offers varying levels of exposure and public recognition. (Meal sponsorship is also available with a customized sponsorship level. Please contact Andrea for more information)

<b>SPONSOR LEVEL BENEFITS</b>	<b>Bronze \$500</b>	<b>Silver \$1,500</b>	<b>Gold \$3,000</b>	<b>Platinum \$4,500</b>	<b>Diamond \$7,000</b>
Include one promotional item in attendee meeting packets	❖				
Feature your brand on the meeting's sponsor recognition sign and on the meeting app	❖	❖	❖	❖	❖
Receive recognition from an Advance CTE officer during the opening general session	❖	❖	❖	❖	❖
Receive an Advance CTE 'shout out' over social media during meeting and list your Twitter handle on the "tweet sheet" that is distributed to attendees		❖	❖	❖	❖
Include three promotional items in attendee meeting packets		❖	❖	❖	❖
Receive one complimentary meeting registration			❖		
Submit a promotional post for the Learning that Works for America Blog			❖	❖	❖
Host a 6' skirted sponsor table near the main meeting rooms during all meals and general sessions			❖	❖	❖
Have your corporate logo posted on the print agenda and meeting homepage				❖	❖
Make brief remarks during a general session or meal function ( <i>Advance CTE choice of session</i> ). Limited slots available, and assigned based upon when sponsorship confirmation is received				❖	❖
Two complimentary meeting registrations				❖	
Two complimentary meeting registrations and guaranteed on-time registration rate					❖

*Please complete and return pages 5, 6, 7 & 8 no later than 9/15/2017 to*

*Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org)*

for all other registrants (up to \$175 each in savings)					
Send a targeted email to State Directors to promote your organization and sponsorship ( <i>Sent by Advance CTE</i> )					❖
Sponsor a coffee or snack break (logo to be included in the meeting agenda next to the relevant break, 'shout out' about your break sponsorship prior to the actual break, and an opportunity to include your signage and materials at the break station)					❖

*\*If you are interested in sponsoring a break but not as a Diamond sponsor, please let us know and we are happy to work with you. See page 8 for break details.*

**STEP 2: Boost Your Visibility**

Choose from a menu of a la carte options to maximize your exposure during the Fall Meeting.

<b>A LA CARTE OPTIONS</b>	<b>BENEFITS</b>	<b>COST</b>
<b>Charging Station</b>	Help attendees keep their devices charged by sponsoring a mobile charging table inside the general session room. The table can include your company's signage, materials. Sponsorship will be noted in the Opening General Session remarks.	\$1,500
<b>New State CTE Director Lunch</b>	In recent years, there has been tremendous turnover among State CTE Directors due to retirements and other factors. Advance CTE is hosting a one-day workshop for the newest cohort of state leaders ahead of the 2017 Fall Meeting. Sponsoring the workshop lunch allows you an opportunity to provide brief remarks about your organization and attend the lunch portion of the workshop.	\$1,500
<b>Wi-Fi Internet for Meeting Space</b>	Be every attendee's superhero by sponsoring wireless internet for the meeting rooms. You can customize the Wi-Fi log-in code with your company name. Wi-Fi sponsorship includes special recognition in pre-event communications, on the meeting agenda, and in the Opening General Session remarks.	\$2,000
<b>Name Tag Lanyards</b>	Sponsor the meeting's name tag lanyards and boost your company's visibility in a powerful way. Cost of the lanyards, which your company will provide, is not included in price. <i>Lanyards must be received by September 25</i>	\$2,500
<b>Attendee Meeting Bags</b>	Provide the bags for each attendee and watch your company's logo walk around the conference hotel. Cost of the bags, which your company will provide, is not included in the price. Advance CTE will provide minimum dimensions for the bags. <i>Bags must be received by October 2</i>	\$2,500
<b>Shuttle Sponsor</b>	Tuesday evening is our night out to Baltimore's Inner Harbor! Sponsor the looping shuttle that will transport meeting attendees to and from the hotel for a fun night on the town. Shuttle sponsorship includes special recognition in pre-event communications, on the meeting agenda, and in the Opening General Session remarks.	\$3,500

**Step 4: Complete the Sponsorship Commitment Form**

*\*Please complete and return pages 4, 5, 6 and 7 to Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org) no later than **September 15, 2017**.*

What: 2017 Advance CTE Fall Meeting  
When: October 16-18, 2017  
Where: BWI Airport Marriott  
1743 W. Nursery Road  
Linthicum Heights, MD 21090

Please complete the following information:

Name of Company: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Choose your sponsorship level:**

\_\_\_ Bronze (\$500)                      \_\_\_ Gold (\$3,000)                      \_\_\_ Diamond (\$6,000)

\_\_\_ Silver (\$1,500)                      \_\_\_ Platinum (\$4,000)

Price: \_\_\_\_\_

**Add your a la carte options:**

\_\_\_\_\_ Price: \_\_\_\_\_

\_\_\_\_\_ Price: \_\_\_\_\_

\_\_\_\_\_ Price: \_\_\_\_\_

**Your total sponsorship package:** \_\_\_\_\_

**ACKNOWLEDGEMENT OF DEADLINE DATES AND OTHER IMPORTANT INFORMATION:**

Please read and check all applicable boxes to indicate understanding. This form must be returned to Advance CTE no later than **September 15**. Thank you!

\_\_\_ All sponsors must [register](#) by **September 22, 2017**, to capture meal and name tag information. (Gold, Platinum and Diamond Level sponsors will receive a discount code for their complimentary meeting registrations)

\_\_\_ Deadline for receipt of logo and/or sponsored blog post is **September 25, 2017**.

\_\_\_ Any A/V required for sponsor table/displays is at sponsor's own expense. Sponsors will be provided space for a six-foot booth, or a six-foot display table. Sponsor acknowledges that Advance CTE is neither liable nor responsible for lost or stolen items. (A chart of options and expenses will be provided after receipt of sponsorship form/confirmation.)

\_\_\_ Lanyards, per specifications provided by Advance CTE, must be received by **September 25, 2017**.

\_\_\_ Conference bags, per specifications provided by Advance CTE, must be received by **October 2, 2017**.

\_\_\_ Materials to be included in attendee packets must be received by our office no later than **October 2, 2017**.

\_\_\_ On-site/table materials are to be sent directly to you at the hotel must arrive no earlier than **October 13, 2017**. The hotel may charge a fee for any materials shipped to there. Any packet items sent directly to the hotel will be omitted from the attendee bags.

**Signature:**

\_\_\_\_\_

**Date:** \_\_\_\_\_

**\*\* Gold, Platinum and Diamond Level Sponsors:** Please provide the requisite information on page 7 to help Advance CTE ensure you receive all of your sponsor benefits!

**Gold, Platinum and Diamond Level Sponsors:** Please fill out the below information. A discount code will be provided by email for your complimentary registrations.

**Gold Level Sponsors** receive one complimentary registration. Please provide the information for this individual.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

**Platinum Level Sponsors** receive two complimentary registrations. Please provide the information for these individuals.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

**Diamond Level Sponsors** receive three complimentary registrations. Please provide the information for these individuals.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_

**Platinum and Diamond Level Sponsors** also have the opportunity to make brief remarks during general session or meal (Advance CTE’s choice of session). If known, please provide the name and title of the person who will be making the remarks. More details will follow regarding this special benefit.  
**Deadline to provide this information: September 25, 2017.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Diamond Sponsor Break Options:**

As a Diamond sponsor, you get another opportunity to promote your organization by sponsoring the popular mid-morning and mid-afternoon breaks. Advance CTE is willing to work with you on flexible ways to promote your organization during the break periods.

<b>COFFEE AND BREAK OPTIONS</b>	<b>BENEFITS</b>
<b>Registration Hospitality Sponsor</b>	<p>Help bedraggled travelers get a quick refresh by offering an array of drinks and snacks during the peak of afternoon registration on October 16. Recognition will be provided during the Opening General Session, at the hospitality station and on the printed and web agendas.</p> <p style="text-align: center;"><b>One sponsorship opportunity available</b></p>
<b>Morning Break Sponsor</b>	<p>Provide meeting attendees with coffee, tea, sodas and some delicious snacks. Recognition will be provided during the nearest general session, at the beverage station (open for 30 minutes) and on the printed and web agendas.</p> <p style="text-align: center;"><b>Two sponsorship opportunities available</b></p>
<b>Afternoon Break Sponsor</b>	<p>Give meeting attendees a much needed post-lunch boost with coffee, tea, sodas and a selection of tasty desserts. Recognition will be provided during the nearest general session, at beverage station (open for 30 minutes) and on the printed and web agendas.</p> <p style="text-align: center;"><b>One sponsorship opportunity available</b></p>

*\*If you are interested in sponsoring a break but not as a Diamond sponsor, please let us know and we are happy to work with you.*