

2017 Advance CTE Spring Meeting Sponsorship Opportunities

Dear Advance CTE Partners:

We hope you'll join us May 2-4, 2017, in Washington, DC, for the Advance CTE Spring Meeting! Our annual meetings draw Career Technical Education (CTE) leaders from nearly every state, as well as national partners and stakeholders. The State CTE Directors are leaders and influencers in their states, so don't miss this opportunity to meet with this key audience!

This year, we've added new opportunities to our array of sponsorship benefits to help you best share your resources, services and materials with state CTE leaders from across the country. Past Advance CTE meeting sponsors have overwhelmingly rated their experience and sponsorship benefits as valuable, and we hope you will join us this year!

This year's meeting will celebrate the one-year anniversary of *Putting Learner Success First: A Shared Vision for the Future of CTE*, and provide a forum for critical discussions about:

- Key federal legislation and the new Administration's impact on CTE;
- Strategies for aligning and implementing innovative and effective education, workforce development and economic development policies and programs within their states;
- Determining the value and portability of industry-recognized credentials; and
- Many other promising CTE practices, programs and policies from across the country.

See below to choose the best sponsorship package for you, as well as logistical information and sponsor commitment forms.

HOW TO SPONSOR:

1. Choose a sponsor level package – Bronze, Silver, Gold, Platinum* or Diamond. (**New this year!*)
2. Maximize your visibility by adding new a la carte options to your sponsorship package.
3. Complete pages 4, 5 & 6 of this form and return to azimmermann@careertech.org

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.

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

Kimberly A. Green

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Executive Director

STEP 1: Select a Sponsorship Level

Choose the best fit for your organization. Each level offers varying levels of exposure and public recognition. This year, we have increased the Diamond level to include a break sponsorship, and added the Platinum tier to create more opportunities to raise your visibility at the meeting. (Meal sponsorship is also available with a customized sponsorship level. Please contact Andrea.)

SPONSOR LEVEL BENEFITS	Bronze \$750	Silver \$2,000	Gold \$3,500	Platinum \$6,000	Diamond \$8,500
Include one promotional item in attendee meeting packets	❖				
Attach your brand to digital/hard copy meeting's sponsor recognition sign	❖	❖	❖	❖	❖
Receive recognition from during a general session	❖	❖	❖	❖	❖
Receive institutional 'shout out' over social media during meeting, your Twitter handle on our "tweet sheet" and distributed to attendees		❖	❖	❖	❖
Include three promotional items in attendee meeting packets		❖	❖	❖	❖
Receive one complimentary registration			❖		
Submit a promotional post for the Learning that Works for America Blog			❖	❖	❖
Host a 6' skirted sponsor table in or near main meeting room during all meals and general sessions.			❖	❖	❖
Have your corporate logo posted on meeting agenda and 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				❖	❖
Send a targeted email to State Directors to promote your organization and sponsorship (Sent by Advance CTE)					❖
Sponsor a coffee or snack break (logo or name 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.) *See page 7 for break options					❖

STEP 2: Boost Your Visibility

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

A LA CARTE OPTIONS	BENEFITS	COST
Charging Station	Be every attendee's super hero 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
Name Tag Lanyards	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 April 5.</i>	\$2,500
Attendee Meeting Bags	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 April 15.</i>	\$4,000
Conference App	Help us digitize the conference by sponsoring the conference app. Benefits include your company logo on the app loading screen and on a permanent banner in the app, as well as special recognition during the Opening General Session and on pre-event communications announcing the app, as well as a handout in all attendee bags on how to use the app.	\$5,000
New State Director Reception	Sponsor this 2-hour evening reception, including hors d'oeuvres and drinks, and get the opportunity to meet and mingle the newest State CTE Directors and the Advance CTE Board of Directors. With so much turnover in state governments, this is an efficient way to meet these new leaders in one place! Benefits include: brief opening remarks, materials distribution at each reception table, a chance to send a group email (sent by Advance CTE), opportunity for up to two individuals to attend the reception, and display of signage in front of and inside the room.	\$7,500

Step 4: Complete the Sponsorship Commitment Form

Please complete and return pages 4, 5 and 6 to Andrea Zimmermann at azimmermann@careertech.org no later than **March 20, 2017.*

What: 2017 Advance CTE Spring Meeting
When: May 2-4, 2017
Where: Omni Shoreham Hotel
2500 Calvert St NW
Washington DC, 20008

Please complete the following information:

Name of Company: _____

Contact Person/Title: _____

Address: _____

Phone: _____

E-mail: _____

Choose your sponsorship level:

Bronze (\$750) Gold (\$3,500) Diamond (\$8,500)

Silver (\$2,000) Platinum (\$6,000)

Price: _____

Add any 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 **March 20**. Thank you!

Deadline for receipt of logo and/or sponsored blog post is **March 31, 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 **April 5, 2017**.

Conference bags, per specifications provided by Advance CTE, must be received by **April 15, 2017**.

All sponsors must [register](#) by **April 7, 2017**, to capture meal and name tag information. (Gold, Platinum and Diamond Level sponsors will receive a discount code for their complimentary meeting registrations)

Materials to be included in attendee packets must be received by our office no later than **April 10, 2017**.

On-site/table materials are to be sent directly to you at the hotel must arrive no earlier than **April 29, 2017**. A receiving charge may be applicable for any materials shipped to the hotel. 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 6 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 and Diamond Level Sponsors receive two complimentary registrations. Please provide the information for these individuals.

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: April 10, 2017.**

Name: _____

Title: _____

Diamond Sponsor Break Options:

As a Platinum 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.

<i>COFFEE AND BREAK OPTIONS</i>	<i>BENEFITS</i>
Morning Break Sponsor	<p>Need that extra jolt of caffeine? Provide meeting attendees with coffee, tea, sodas and some delicious snacks. Recognition at beverage station (open for 30 minutes) and on printed and web agendas.</p> <p style="text-align: center;">Three sponsorship opportunities available</p>
Afternoon Break Sponsor	<p>Need a post-lunch boost? Give meeting attendees with coffee, tea, sodas and a selection of tasty desserts. Recognition at beverage station (open for 30 minutes) and on printed and web agendas.</p> <p style="text-align: center;">Two sponsorship opportunities available</p>