**2018 Advance CTE Fall Meeting**

**Sponsorship Opportunities**

Dear Advance CTE Partners:

We invite you to join us October 22-24 in Baltimore, MD, for the [2018 Advance CTE Fall Meeting](https://careertech.org/2018-advance-cte-fall-meeting)! Our annual meetings draw more than 150 Career Technical Education (CTE) leaders from nearly every state for this premier event. Each year, we are proud to have State CTE Directors from more than 40 states in attendance, which gives our partners access to these key state decision-makers and influencers. Don’t miss this opportunity to meet with this key audience!

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. We offer flexibility to help you craft a package that best suits your needs with our a la carteoptions to boost your name recognition and get exclusive access to the newest cohort of State Directors, which has grown dramatically over the past year. You can choose a package, an a la carte option or both!

This year’s meeting is intended to help our state leaders be strong advocates for CTE as we head into November’s national mid-term elections and 36 states holding gubernatorial elections.

Here are a few of big issues to be highlighted:

* Building meaningful engagement with key partners and communities;
* Transforming low-quality CTE programs; and
* Engaging with employers to scale work-based learning and apprenticeship opportunities for all learners.

Past Advance CTE meeting sponsors have overwhelmingly rated their experience and sponsorship benefits as valuable, and we hope you will join us this year.

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

**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 14, 2018**.

**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)

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| ***SPONSOR LEVEL BENEFITS*** | **Bronze**  **$500** | **Silver $1,500** | **Gold**  **$3,000** | **Platinum**  **$4,500** | **Diamond**  **$7,000** |
| Include one promo item in attendee bags |  |  |  |  |  |
| Feature your brand on our sponsor recognition sign and conference app |  |  |  |  |  |
| Receive recognition from an Advance CTE officer during the opening general session |  |  |  |  |  |
| Receive an Advance CTE ‘shout out’ over social media during meeting, your Twitter handle on our ‘tweet sheet’ that is distributed to attendees |  |  |  |  |  |
| Include 3 promo items in attendee bags |  |  |  |  |  |
| Receive onecomplimentary registration *Valued at $775* |  |  |  |  |  |
| Submit a post for the [Learning that Works for America](http://blog.careertech.org/) 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 the print agenda and meeting homepage |  |  |  |  |  |
| Make brief remarks during a general session or meal function  *(Advance CTE choice of session*) |  |  |  |  |  |
| Two complimentary meeting registrations *Valued at $1,550* |  |  |  |  |  |
| Two complimentary meeting registrations and guaranteed on-time rates for all other registrants  *Valued at $1,550 and $175 savings for each additional registration* |  |  |  |  |  |
| *\*NEW\** Receive a directory of meeting attendees complete with emails, job titles and employers  *Valued at $1,500 value* |  |  |  |  |  |
| Send a targeted email to State Directors to promote your organization and sponsorship  *(Sent by Advance CTE)* |  |  |  |  |  |
| Sponsor a coffee or snack break  (Benefits include: your logo in the print/web agendas, general session presider recognition, and an opportunity to include signage and materials at the break station)  *A $4,500 value* |  |  |  |  |  |

***\*****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.

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| --- | --- | --- |
| ***A LA CARTE OPTIONS*** | ***BENEFITS*** | ***COST*** |
| **Name Tag Lanyards** | Boost your company’s visibility in a powerful way by sponsoring the attendees’ name tag lanyards. Cost of the lanyards, which your company will provide, is not included in price.  *Lanyards must be received by September 24.* | $1,500 |
| **Charging Station** | Be every attendee’s superhero with our mobile charging table located inside the general session room throughout the meeting. The table can include your company’s signage, materials. | $2,000 |
| **Attendee 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.  *Bags must be received by September 24.* | $2,500 |
| **New State Director Lunch** | Did you know that more than *one third* of State CTE Directors have turned over in the past year? Join us on October 22 to provide lunch for our newest State Directors while they take a much-needed break from their all-day leadership workshop. Sponsoring gives you the opportunity to attend, network and provide brief remarks about your organization and your services. | $3,000 |
| **Shuttle Sponsor** | 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. | $3,000 |
| **Tuesday Night Out on the Town** | Go big or go home! After a long day of sessions and panels, you can give our attendees the break they deserve with a fun night out in Baltimore. Benefits include top billing as our lead sponsor for the meeting, special recognition throughout the event, and shuttle sponsorship. | *Contact Andrea for a specialized sponsorship package* |
| **Meals** | Help us pump up the volume for a breakfast or lunch by sponsoring a meal. As part of your sponsorship, you will be able to make a presentation complete with A/V during the meal. Recognition will be given in the print and web agendas, along with signage and a ‘shout-out’ from a general session presider. | *Contact Andrea for details* |

**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 14, 2018****.*

What: 2018 Advance CTE Fall Meeting

When: October 22-24, 2018

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 ($7,000)

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

**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 14, 2018**.Thank you!

\_\_\_ All sponsors must [register](https://careertech.org/meetings) by **September 24, 2018**, to capture meal and name tag information**.** (Gold, Platinum and Diamond Level sponsors will receive a discount code for their complimentary meeting registrations. If you do not registration by this date, you’ll forfeit the complimentary registration associated with your sponsorship.).

\_\_\_ Lanyards, per specifications provided by Advance CTE, must be received by **September 24, 2018**.

\_\_\_ Conference bags, per specifications provided by Advance CTE, must be received by **September 24, 2018**.

\_\_\_ Deadline for receipt of logo and/or sponsored blog post is **October 1, 2018**.

\_\_\_ Materials to be included in attendee packets must be received by our office no later than

**October 1, 2018**.

\_\_\_ On-site/table materials are to be sent directly to you at the hotel must arrive no earlier than **October 20, 2018**. The hotel may charge a fee for any materials shipped to there. Any bag items sent directly to the hotel will be omitted from the attendee bags.

\_\_\_ 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.

**Signature:**

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

***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 two complimentary registrations as well as a discount for any additional 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: October 1, 2018.**

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.

|  |  |
| --- | --- |
| ***COFFEE AND BREAK OPTIONS*** | ***BENEFITS*** |
| **Registration Hospitality Sponsor** | Help bedraggled travelers get a quick refresh by offering an array of drinks and snacks during the peak of afternoon registration on October 22. Recognition will be provided during the Opening General Session, at the hospitality station and on the printed and web agendas.  **One sponsorship opportunity available** |
| **Morning Break Sponsor** | 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.  **Two sponsorship opportunities available** |
| **Afternoon Break Sponsor** | 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.  **One sponsorship opportunity available** |

***\*****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.*