**2018 Advance CTE Spring Meeting**

**Sponsorship Opportunities**

Dear Advance CTE Partners:

We invite you to join us April 4-6, at the Omni Shoreham hotel in Washington, DC, for the [2018 Advance CTE Spring Meeting](https://careertech.org/2018-advance-cte-spring-meeting). Our annual meetings draw more than 200 Career Technical Education (CTE) leaders from across the country, as well as national partners and stakeholders. 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 in their states. Don’t miss this opportunity to meet with this key audience!

Our sponsorship packages are designed to provide myriad ways for you to share your resources, services and materials with state CTE leaders from across the country. **New this year –** we are offering an attendee directory to our Diamond Level sponsors.

We also offer additional 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 will give you the lay of the land in the new and emerging national and state-level political environments, and take a hard look at the state’s evolving role in ensuring high-quality CTE and career readiness for all learners. Here are just a few examples of what you’ll experience:

* **Hear** from key Administration officials and Congressional staff about the state of play for CTE and workforce development policy;
* **Learn** how state leaders are forging ahead to prepare for the coming reauthorization of the Carl D. Perkins Career and Technical Education Act; and
* **Celebrate** the local winners of our fifth-annual Excellence in Action awards program!

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

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



Kimberly A. Green

Executive Director

**HOW TO SPONSOR:**

1. Choose a sponsor package – Bronze, Silver, Gold, Platinum or Diamond.
2. Maximize your visibility by adding a la carte options to your sponsorship package.
3. Complete pages 4, 5, 6 & 7 of this form and return to azimmermann@careertech.org no later than **March 1, 2018.**

**STEP 1: Select a Sponsorship Level**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***SPONSOR LEVEL BENEFITS*** | **Bronze****$750** | **Silver $2,000** | **Gold****$3,500** | **Platinum****$6,000** | **Diamond****$9,000** |
| 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 three 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  |  |  |  |  |  |
| Three complimentary meeting registrations. *A $2,325 value* |  |  |  |  |  |
| Send a targeted email to State Directors to promote your organization and sponsorship *(Sent by Advance CTE)* |  |  |  |  |  |
| *\*NEW\** Receive a directory of meeting attendees complete with emails, job titles and employers *A $1,500 value* |  |  |  |  |  |
| 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* |  |  |  |  |  |

**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*** |
| **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 March 15.* | $1,500 |
| **New State Director Lunch** | DId you know that nearly *one third* of State CTE Directors have turned over in the past year. Join us on April 3 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. | $2,000 |
| **Charging Station** | Be every attendee’s superhero with our mobile charging table located inside the general session room throughout all three days of the conference. The table can include your company’s signage, materials. | $2,500 |
| **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 March 15.* | $2,500 |
| **New State Director Reception** | Sponsor this two-hour evening reception on April 3, 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 the perfect 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.  | $5,000 |
| **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. Limited opportunities available. | Contact Andrea for details |

*\*Note: 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 7 for break details.*

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

*\*Please complete and return pages 4-7 to Andrea Zimmermann at* *azimmermann@careertech.org* *no later than* ***March 1, 2018****.*

What: 2018 Advance CTE Spring Meeting

When: April 4-6, 2018

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 ($9,000)

\_\_\_ 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 1, 2018**.Thank you!

\_\_\_ Deadline for receipt of logo and/or sponsored blog post is **March 9, 2018**.

\_\_\_ All sponsors must [register](https://careertech.org/2018-advance-cte-spring-meeting) by **March 9, 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 applicable) Lanyards, per specifications provided by Advance CTE, must be received by **March 15, 2018.**

\_\_\_ (If applicable) Conference bags, per specifications provided by Advance CTE, must be received by **March 15, 2018**.

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

**March 15, 2018**.

\_\_\_ On-site/table materials are to be sent directly to you at the hotel must arrive no earlier than **72 hours before the event**. A receiving charge may be applicable for any materials shipped to the hotel.

\_\_\_ Any A/V required for sponsor table/displays is at sponsor’s own expense. Gold, Platinum and Diamond Level sponsors will be provided space for 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 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 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: March 15, 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*** |
| **Morning Break Sponsor** | 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 print and web agendas. **Three sponsorship opportunities available** |
| **Afternoon Break Sponsor** | 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 print and web agendas. **Two sponsorship opportunities available** |

*\*Note: 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.*