

## 2019 Advance CTE Spring Meeting Sponsorship Opportunities

Dear Advance CTE Partners:

We invite you to join us April 8-10, at the Omni Shoreham hotel in Washington, DC, for the [2019 Advance CTE Spring Meeting](#). Our annual meetings draw nearly 300 Career Technical Education (CTE) leaders from across the country, as well as national partners and other stakeholders.

This year's Spring Meeting is one you can't afford to miss as it will be Advance CTE's **ONLY** public conference in 2019. We are anticipating our sponsorships to go fast this year – so be sure to grab your spot ASAP!

Each year, we are proud to have State CTE Directors from nearly 45 states at our Spring Meeting, which gives partners like you unique access to these key state decisionmakers and influencers. Don't miss this opportunity to meet with this important audience! Past meeting sponsors have overwhelmingly rated their experience and sponsorship benefits as valuable, and we hope you will join us this year.

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

This year's meeting will push state CTE leaders to **BE BOLD** as they begin their planning efforts to implement the Strengthening Career and Technical Education for the 21<sup>st</sup> Century Act (Perkins V). The agenda is designed around the framework of **bold goals, bold action** and **bold results**.

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

*Kimberly A. Green*

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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](mailto:azimmermann@careertech.org) no later than **March 8, 2019**.

**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. Contact Andrea for more details.)

<b>SPONSOR LEVEL BENEFITS</b>	<b>Bronze \$750</b>	<b>Silver \$2,000</b>	<b>Gold \$4,000</b>	<b>Platinum \$6,500</b>	<b>Diamond \$10,000</b>
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 one complimentary registration <i>Valued at \$825</i>			❖		
Submit a post for the <a href="#">Learning that Works for America</a> 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 ( <i>Advance CTE choice of session</i> )				❖	❖
Two complimentary meeting registrations <i>A value of \$1,650</i>				❖	
Three complimentary meeting registrations <i>A \$2,475 value</i>					❖
Send a targeted email to all meeting attendees to promote your organization and sponsorship ( <i>Sent by Advance CTE</i> )					❖
Receive a directory of meeting attendees complete with emails, job titles and employers <i>A \$1,500 value</i>					❖
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.) <i>A \$5,500 value</i>					❖

**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
<b>Name Tag Lanyards</b>	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. <i>Lanyards must be received by March 22.</i>	\$1,500
<b>Attendee 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 March 22.</i>	\$2,500

<b>Charging Station</b>	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
<b>New State CTE Director Breakfast</b>	Did you know that nearly <i>one third</i> of State CTE Directors have turned over in the past year? Help us provide these new state leaders with a warm, hearty breakfast on Sunday, April 7 to ensure their all-day leadership workshop starts off on the right foot. Sponsoring gives your company the opportunity for two individuals to attend, network and provide brief remarks about your services.	\$4,000
<b>New State CTE Director Lunch</b>	We know that well-fed meeting attendees are better planners and more focused. Provide lunch for our new State Director cohort while they take a much-needed break from their all-day leadership workshop. Sponsoring gives your company the opportunity for two individuals to attend, network and provide brief remarks about your services.	\$4,000
<b>Meals</b>	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 your sponsorship includes a package and an a la carte option and the total amount is comparable to a higher package level, Advance CTE will publicly acknowledge your sponsorship at the highest level because we want to honor your total investment in our meeting. For example, Company A chooses a Gold Level package (\$4,000) and the New State Director Lunch (\$4,000), your sponsorship will be acknowledged as a Platinum sponsorship on our meeting agenda, web page and sponsor sign though you will receive sponsor benefits aligned to the package you chose.*

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

*\*Please complete and return pages 5-8 to Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org) no later than **March 8, 2019**.*

What: 2019 Advance CTE Spring Meeting  
When: April 8-10, 2019  
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 (\$4,000)                       Diamond (\$10,000)

Silver (\$2,000)                       Platinum (\$6,500)

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 8, 2019**. Thank you!

Deadline for receipt of logo and/or sponsored blog post is **March 8, 2019**.

All sponsors must register by **March 8, 2019**, 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 22, 2019**.

(If applicable) Conference bags, per specifications provided by Advance CTE, must be received by **March 22, 2019**.

All items to be included in attendee packets must be received by our office no later than **March 22, 2019**.

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 7 to help Advance CTE ensure you receive all of your sponsor benefits!

Please complete and return pages 5- 8 no later than 3/8/2019 to  
Andrea Zimmermann at [azimmermann@careertech.org](mailto:azimmermann@careertech.org)

**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 22, 2019.**

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>Morning Break Sponsor</b>	<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 print and web agendas.</p> <p style="text-align: center;"><b>Three sponsorship opportunities available</b></p>
<b>Afternoon Break Sponsor</b>	<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 print and web agendas.</p> <p style="text-align: center;"><b>Two sponsorship opportunities available</b></p>

*\*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 while availability lasts.*