



2018 Sponsorship & Exhibitor Opportunities



Annual Conference

Feb. 25-27, 2018

Gaylord National Resort & Convention Center in Washington, D.C.



About CASE District II

- The **largest district** within CASE
- **700 member institutions** located Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Puerto Rico, U.S. Virgin Island, West Virginia and Ontario Canada
- **1,500 institutional decision-makers**
- **13,000 individual advancement professionals** in the areas of alumni relations, communications and marketing, development and advancement services
- Average annual budget of a CASE institution is **\$100 million**
- **700 advancement professionals** eager learn about your products or services



Why Sponsor & Exhibit at CASE District II?

CASE District II is dedicated to providing our sponsors and exhibitors with **maximum exposure, streamlined registration, and top-notch customer service.**

- **Destination: Exhibit Hall** – a great space at the Gaylord National Resort & Conference Center where all conference attendees can have **un-impeded views** of your exhibit space. . . continental breakfasts and food/beverage breaks will be served in the Exhibit Hall . . . soft seating sections and **mobile charging stations** within Exhibit Hall will ensure steady traffic throughout the day.
- **One-Stop Shopping** – every sponsor, at every level, will receive a booth in The Hall.
- The **conference mobile app** will offer opportunities for a link to your company’s website and to drive attendees to your booth.
- **Loads of Networking Time** – with new conference dates to stay away from Super Bowl weekend, we are now providing an open time slot (beginning Monday at 6:30 p.m.) for you to entertain your special clients or host your own party!
- **After Hours** –You’ll receive an exclusive invitation to join conference leaders in a relaxed setting at the end of a long Monday.

Overview of Sponsorship Opportunities

- Conference Title Sponsorship
- Conference-wide Sponsorships
 - Platinum, Gold, and Silver that include options for:
 - Track and Session Sponsorships (Alumni Relations, Marketing & Communications, Advancement Services, and Development tracks)
 - Programming
 - Special Event Sponsorships
- Gift-in-Kind Sponsorships



Conference Title Sponsorship \$10,000

Benefits

- All conference materials will feature “Presented by” Your Company logo & tagline (including signage)
- Recognition on all pre-conference communications, including social media announcement upon commitment
- Your representative will offer welcome message at **Opening Luncheon** and remarks at **Closing Brunch**
- Invitations to Key Decision-Makers reception and Chief Advancement Officer session
- Your company logo on conference website and mobile app, with link to your website
- **Priority** choice of location for complimentary booth in the Exhibit Hall
- **Four (4)** full conference registrations (including all meals and special events)
- Your company’s logo on Conference lanyards
- Mailing lists of conference registrants and attendees by January 2018

Bonus Event Representation

Your representative will welcome conference attendees at the Opening Keynote Luncheon

In addition, your representative will introduce speaker at the **one (1)** of the Sunday’s Super sessions of your choice and your company will be recognized in that session:

- Storytelling
- Innovation in Advancement
- Diversity--More than a Buzz Word
- Staff Training
- Staff Recruitment and Retention

**Deadline for this sponsorship is
Sept. 15, 2017
to receive full pre-conference exposure**



Platinum Sponsors - \$8,000 (2 available)

Benefits

- Listing on all pre-conference communications, including social media announcement upon commitment
- Company representative recognition at selected event (see column on right)
- Invitations to Key Decision-Makers reception
- Logo/company name on all conference sponsors signage
- Logo on conference website, with link to your website
- Company logo on mobile device charging stations in the Exhibit Hall
- Priority selection of location for your (complimentary) booth in Exhibit Hall
- Two (2) full conference registrations (including all meals and special events)
- Mailing lists of conference registrants and attendees by January 2018

Bonus Event Representation

Your representative will welcome conference attendees at your choice of **one (1)** of the following:

- Plenary Session (Presidents' Panel)
- Closing Brunch
- Opening Event at *Bobby McKeys Dueling Piano Bar*

In addition, your representative will be seated with the dais party and will be introduced at the chosen event.

Your representative will introduce speakers at **one (1)** of the Sunday's Super sessions of your choice and your company will be recognized in that session SuperSessions are:

- Storytelling
- Innovation in Advancement
- Diversity--More than a Buzz Word
- Staff Training
- Staff Recruitment and Retention



Gold Sponsors - \$6,000 (3 available)

Benefits

- Listing on all pre-conference communications, including social media announcement upon commitment
- Company representative recognition at selected event (see column on right)
- Invitations to Key Decision-Makers reception
- Logo/company name on all conference sponsors signage
- Logo on conference website, with link to your website
- Priority selection for your (complimentary) booth location in the Exhibit Hall
- **Two (2)** full conference registration (including all meals and special events)
- Mailing lists of conference registrants and attendees by January 2018

Bonus Event Exposure

Your representative will welcome conference attendees at **one (1)** of the following:

- ~~Opening Reception in Exhibit Hall~~
- Networking Break – Monday morning
- Networking Break – Monday afternoon
- Continental Breakfast Tuesday in Exhibit Hall

As a Gold Sponsor, you can also choose to be a track sponsor or a SuperSession sponsor. Your company's representative will introduce speakers and be recognized at each track session. Available track sponsorships are:

- Alumni Relations
- Advancement Services
- Communications and Marketing
- ~~Development~~

SuperSessions are: (those not previously selected)

- Storytelling
- Innovation in Advancement
- Diversity--More than a Buzz Word
- Staff Recruitment and Retention



Silver Sponsors - \$4,000 (4 available--0 remaining)

Benefits

- Sponsor listing on all pre-conference communications
- Invitation to Key Decision-Makers Reception
- Logo on conference sponsors signage
- Logo on conference website
- Complimentary booth location in the Exhibit Hall
- Two (2) full conference registrations (including all meals and special events)
- Mailing lists of conference registrants and attendees by January 2018

Options

Your representative will welcome conference attendees at **one (1)** of the following :

- ~~Volunteers Reception~~
- ~~Scholarship Breakfast~~
- ~~Round Table Breakfast~~
- ~~Speakers' Green Room~~

Sold Out

Gift-in-Kind Sponsors

Platinum Recognition In-Kind Sponsors

- Conference Website
- Printing of promotional piece(s) and Awards Program brochure
- Event production for Awards Luncheon and Accolades reception

Gold Recognition In-Kind Sponsors

- Conference logo and direct mail, and Awards Luncheon brochure design
- Video production

Silver Recognition In-Kind Sponsors

- Thank you gifts for conference volunteers
- Speakers gifts
- Attendee gift item
- Awards for Achievement Awards Luncheon
- Conference Mobile App

Don't Forget!
All CASE DII sponsors
receive exhibit booth space
at no additional charge!



Top Reasons to Exhibit at CASE District II

The Hall will host **food & beverage breaks**. All breaks last **30 minutes**, giving you lots of time to meet new clients!

Build more traffic by adding a wine & snacks option for **the Opening Night Reception** in The Hall

You'll have time to take your clients out to dinner on our scheduled "Networking Evening" – Monday at 6:30 p.m.

Daily contests awarding prizes for attendees visiting booths

The Hall will feature soft seating areas giving attendees the **perfect place to hang out**



Attendees will come to The Hall to regroup & recharge on our **mobile device charging stations**

Attendees will receive **daily reminders to visit The Hall**

Our **Closing Brunch on Tuesday** ensures that attendees stay at the conference and visit The Hall on Tuesday

Awesome exhibitor services provided by Vista Convention Services

Exhibitor Rates: \$1,600 for CASE Educational Partners; \$1,800 for non-CASE Partners



Important Dates to Remember

Date	Action
August 4, 2017	Deadline for program proposals
Sept. 25, 2017	Sponsors Online Registration opens
October 2, 2017	Early Bird Bird Exhibitor Online Registration Opens
October 10, 2017	Conference registration opens
Nov. 7, 2017	Deadline for sponsor/exhibitor commitments <i>(Note: If space remains available, exhibitors can purchase booth past this date, but will not be listed in conference print materials.)</i>
Feb. 25, 2018	Exhibitor Move-In: 8 a.m. – 12 noon
Feb. 25-27, 2018	CASE DISTRICT II CONFERENCE



Partnering with CASE DII

For more information or to discuss your options, please contact:

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