



CASE District VII proudly presents the **2018 District VII Conference** at the Hyatt Regency Embarcadero **March 1 - March 3, 2018**. Consider joining us as a sponsor or exhibitor for our largest annual gathering.

We are bringing your company new and innovative opportunities to interact with this dynamic group of professionals, including increased visibility, enhanced publicity, and individual public recognition. And, all sponsorships provide exclusive invitations to select CASE District VII Board and Conference Committee events.

Join us as we **CONNECT WEST** to discuss future trends in advancement services, alumni relations, communications and marketing, leadership and talent development, philanthropy and more. The insight and partnership of companies like yours help professionals like us stay ahead of the curve as we navigate a world of new and rapidly-changing technologies.

We urge you to consider becoming a sponsor or exhibitor as a way to better promote your services. We look forward to helping you find the best potential match for your company.

If you have any questions, would like to learn more, or confirm your support, we'd love to hear from you. We hope that you will be our partner at the CASE District VII 2018 conference!

With warmest regards,

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CASE District VII Sponsorships & Exhibitors Chair
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March 1-3, 2018
Hyatt Regency Embarcadero, San Francisco
Case District VII Annual Conference

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WHAT IS CASE?

The Council for Advancement and Support of Education is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

CASE also offers a variety of advancement products and services, provides standards and an ethical framework for the profession, and works with other organizations to respond to public issues of concern while promoting the importance of education worldwide.

Key facts about CASE:

- Founded in 1974 as the result of a merger between the American Alumni Council and the American College Public Relations Association
- Maintains headquarters in Washington, D.C., with offices in London (CASE Europe, 1994) and Singapore (CASE Asia-Pacific, 2007) and Mexico City (CASE América Latina, 2011)
- Is one of the world's largest nonprofit educational associations in terms of institutional membership
- Includes nearly 3,670 colleges and universities, primary and secondary independent and international schools, and nonprofit organizations in more than 82 countries around the world
- Serves more than 81,000 advancement professionals on the staffs of member institutions
- Led by volunteers with more than 4,850 advancement professionals serving as board members, speakers, authors, conferences planners and more

CASE District VII's membership is comprised of 412 universities, colleges, and schools in the states of Arizona, California, Guam, Hawaii, Nevada, Northern Mariana Islands and Utah. In CASE District VII, nearly 10,000 individuals serve as representative members of their institutions. On average, between 600 and 700 members attend CASE District VII's Annual Conference each year.



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SPONSORSHIP OPPORTUNITIES

All Sponsors Receive:

- Booth in Exhibit Hall
- Registration for company representatives (based on sponsor levels, refer to page 5)
- Mention in all e-mail blasts to conference attendees
- Company logo/hyperlink on CASE District VII website
- Recognition on all appropriate conference marketing signage
- Company description and logo placed on printed program

Conference Sponsorship Levels

Level	Value	Branding Opportunities
Platinum	\$7,500	Choose from one of the following: <ul style="list-style-type: none"> - Opening Keynote/Luncheon & Dessert with Exhibitors (Thursday) - Friday Keynote/Panel Session and CASE District VII Awards Luncheon (Friday)
Gold	\$5,000	Choose from one of the following: <ul style="list-style-type: none"> - Conference Committee and Board Reception (Wednesday) - Grand Opening Reception with Exhibitors (Thursday) - San Francisco Signature Event (Friday) - Printing (In-Kind) - Wi-Fi Service
Silver	\$3,500	Choose from one of the following: <ul style="list-style-type: none"> - Conference App - Preconference Sessions (Wednesday) - Alumni Program Track - Philanthropy Track - Marketing/Communications Track - Advancement Services Track - Leadership and Talent Development Track - Of Interest Track - Closing Keynote/Brunch (Saturday)
Bronze	\$2,500	Choose from one of the following: <ul style="list-style-type: none"> - Conference Networking Breaks (1 of 4 opportunities available) - Conference Speaker/Moderator Gifts - Conference Attendee Bags - Conference Lanyards - Case After Dark (Thursday) - Tales Over Cocktails (Friday)

EXHIBITOR INFORMATION

Exhibitor Rates

	By 12/15/17	After 12/15/17
One Booth (CASE Corporate Partner or Renewing 2017 exhibitor)	\$1,300	\$1,400
One Booth (Non CASE Corporate Partner)	\$1,400	\$1,500
Consultant (CASE Corporate Partner or Renewing 2017 exhibitor)*	\$1,000	\$1,000
Consultant (Non CASE Corporate Partner)*	\$1,200	\$1,200

*Consultants will have access to exhibitor hall lounges, no booth is included

What you'll get with your 8' x 10' Booth:

- Registration for two company representatives (additional reps are \$300 each)
- 8' high back drape
- 36" high draped side rails
- 1 – 7" x 44" identification sign
- 1 – 6' draped table
- 2 - chairs
- 1 – wastebasket
- Carpeted exhibit hall

Sponsors receive first choice of the booth space with priority given to the highest level sponsors first. Exhibitors can select their booth locations with priority for choices based on registration date and payment; **the sooner you register, the better your chances of getting your choice booth location!**

EXHIBITORS ALSO RECEIVE:

- Listing in the conferees' directory of representatives
- Listing in the conference program
- Opportunity to do one pre-conference and one post-conference mailing to attendees:
 - All exhibitors will receive an electronic list (in an Excel CSV format) of conference attendees. The list will be emailed five business days before the close of the advance registration deadline.
 - The second list will be sent five business days after the close of the conference and will provide you with a complete roster of attendees, including on-site registrations. This is a one-time only complimentary rental of these lists.
 - *Per CASE policy, email addresses are private and are not distributed.*

IMPORTANT: Your commitment as an exhibitor requires that you stay until the exhibit hall closes on Saturday, March 3, 2018. See Exhibitor Rules & Regulations, [on page 8](#).

OVERVIEW OF OPPORTUNITIES

Note: Special event or in-kind sponsorships may have slight differences; please contact co-chairs with questions.

CASE District VII 2018 Conference						
Benefits by Level of Support	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor	Consultant
Tickets to exclusive CASE Conference Committee and Board reception (Key Decision Makers) on Wednesday, February 28	3	2	2	2		
Introduction and acknowledgement of sponsor from main stage (up to three minutes of talking points about company - subject to approval by the District Sponsorship Chairs); Introduction of the keynote speaker by sponsor representative	YES					
Prominent signage during conference	YES	YES				
Public digital acknowledgement during major conference events, meals, receptions, etc.	YES	YES	YES	YES	YES	YES
Mention of company and sponsorship in e-mail blasts to conferees	All	2	1			
Acknowledgement/ advertisement in the conference program	Full Page	¾ Page	½ Page	¼ Page		
Logo and electronic link on district website, general conference signage, and printed conference program for up to one year	Largest	Medium	Small	Small		
Logo acknowledgement on PowerPoint Sponsor Loop to be shown during conference-wide sessions	Largest	Medium	Small	Small		
Social media mentions on Twitter and Facebook throughout conference	YES	YES	YES	YES		
Registration for company representatives (additional reps are \$300 each)	3	3	2	2	2	1
Booth in exhibitor hall– 8'x10'	Premium location	Priority location	Priority location	Priority location	YES	
Listing in attendees directory of representatives and conference program	YES	YES	YES	YES	YES	YES
Opportunity to do one pre-conference and one post-conference mailing to attendees	YES	YES	YES	YES	YES	

NAME YOUR SPONSORSHIP!

If you have an idea for a sponsorship that we haven't listed – we want to hear from you! Please contact us with your sponsorship idea at one of our sponsorship levels. All sponsorship ideas will be reviewed as they are received. A final decision will be made and communicated to the submitting person(s) within five (5) working days. All decisions are final. *Disclaimer: All sponsorship opportunities must be approved by the District VII Sponsorship/Exhibitor Co-Chairs. All decisions are final.*



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HOTEL INFORMATION

HOTEL SERVICES / CATERING / TECHNICAL SERVICES

Hyatt Regency Embarcadero
5 Embarcadero Center
San Francisco, California 94111
Tel: 415-788-1234

HOTEL RESERVATIONS

Conference rates for the CASE District VII Conference at Hyatt Regency Embarcadero are \$285 per room for single or double occupancy. Please [book your reservation with the hotel directly.](#)

SCHEDULE AT A GLANCE

Schedule subject to change without notice.

Items in bold are sponsorship opportunities

Wednesday, February 28, 2018

8:00 am – 1:00 pm	EXHIBITOR HALL SET-UP
Noon – 1 pm	Conference Committee and Board Luncheon
1:00 – 5:00 pm	EXHIBITOR SET-UP
1:00 – 5:00 pm	Pre-Conference Sessions
6:00 – 8:00 pm	Conference Committee and Board Reception

Thursday, March 1, 2018

9:00 – 10:00 am	Networking Break - Coffee with Exhibitors
10:00 – 11:00 am	Track Sessions
11:30 am – 1:00 pm	Lunch and Opening Keynote
1:15 – 1:45 pm	Dessert with Exhibitors
2:00 – 3:00 pm	Track Sessions
3:00 – 3:15 pm	Passing Break
3:15 – 4:15 pm	Track Sessions
4:30 – 6:00 pm	Grand Opening Reception with Exhibitors
6:00 pm	Dine Arounds
9:00 pm	Special Event: CASE after Dark

Friday, March 2, 2018

8:00 – 9:00 am	Networking Break - Continental Breakfast with Exhibitors
9:00 – 10:15 am	Keynote/Panel Session
10:15 – 10:30 am	Passing Break
10:30 – 11:30 am	Track Sessions
11:45 am – 1:00 pm	CASE District VII Awards Luncheon
1:00 – 1:15 pm	Passing Break
1:15 – 2:15 pm	Track Sessions
2:15 – 2:45 pm	Networking Break - Energy Break with Exhibitors
2:45 – 3:45 pm	Track Sessions
3:45 – 4:00 pm	Passing Break
4:00 – 5:30 pm	Tales over Cocktails with Exhibitors
6:30 pm	San Francisco Signature Event

Saturday, March 3, 2018

8:00 – 9:00 am	Networking Break - Coffee with Exhibitors
9:00 – 10:00 am	Track Sessions
9:00 am – 3:00 pm	EXHIBITOR TEAR DOWN
10:00 am – 12:00 pm	Closing Keynote/Brunch
12:00 pm	Conference adjourns

RULES AND REGULATIONS

1. **Recruitment Activities:** CASE recognizes that some educational institutions choose to participate in district, national, and international events as exhibitors, sponsors, or consultants and they do so for a variety of reasons. While CASE does not actively promote sponsorship of these activities to member educational institutions, it does recognize the right of both educational institutions and for-profit entities to exhibit or sponsor at CASE conferences.

Some institutions utilize event sponsorship and exhibiting to recruit potential new staff members. CASE recognizes that this practice is controversial and may be perceived by some member institutions as inappropriate. CASE also recognizes that the primary focus of conference attendance is professional development and is committed to ensuring that it remains so. CASE has established the following guidelines to facilitate the management of overt staff recruitment activities at district, national, and international events.

- Conference career, job placement, or staff development centers may not be sponsored by any organization other than CASE or the CASE District. Organizations may, however, post job opportunities on designated bulletin boards and through approved CASE staff development centers.
- Conference sessions that are overtly geared to staff recruitment for a specific institution will not be allowed.
- Educational institutions may participate in the CASE VII conference as a sponsor, exhibitor, or consultant.
- Independent professional consultants, who are not affiliated with specific colleges or universities and whose business is in whole or in part connected with advancement recruiting, may participate in the CASE VII conference as a sponsor, exhibitor, or consultant.

2. **Exhibitor/Sponsor/Consultant Receptions:** Exhibitors/sponsors/consultants wishing to hold a reception on-site at the Hyatt Regency Embarcadero **must** coordinate space-planning, event-promotion, and food and beverage requests through the CASE VII Conference Planning Team by contacting the [CASE VII Exhibitor/Sponsorship Co-Chairs](#).

All Exhibitor/Sponsor/Consultant receptions/events/activities, whether held on-site at the Hyatt Regency Embarcadero or off-site at another location, may only be held at specific times as designated and approved by the CASE VII Conference Planning team. Such events **may not** counter-program conference events/receptions/activities. Space and time-slots will be allocated at the discretion of the CASE VII Conference Committee, with consideration given to sponsor levels and generally on a first-come, first-serve basis.

3. **Contract for Space:** Applicants (Exhibitor) for exhibit space are required to forward to the Council for Advancement and Support of Education District VII (CASE VII), the formal Application provided (the “*Exhibitor Registration and Agreement*”). To be valid, each application must include full payment (U.S. dollars) according to the following fee schedule:

	By 12/15/17	After 12/15/17
One Booth (CASE Corporate Partner or Renewing 2017 exhibitor)	\$1,300	\$1,400
One Booth (Non CASE Corporate Partner)	\$1,400	\$1,500
Consultant (CASE Corporate Partner or Renewing 2017 exhibitor)	\$1,000	\$1,000
Consultant (Non CASE Corporate Partner)	\$1,200	\$1,200

The application for space and formal notice of assignment and acceptance by CASE VII, with full payment of rental charges, constitute a contract for the right to use this space. Exhibit show kits will be e-mailed when completed applications are received and accepted.

Payment for exhibit space is due either immediately at registration (via credit card) or within 30 days (via check) of completed registration. If space is still available, and registration occurs within 45 days of the beginning of the conference (on or after January 23, 2018); then payment must be made in full at the time of registration.

4. **Dates and Hours:** Schedule for Exhibitors.

Show Hours:

9:00 am to 6:00 pm, Thursday, March 1, 2018

8:00 am to 5:00 pm, Friday, March 2, 2018

8:00 am to Noon, Saturday, March 3, 2018

Set-up:

3:00 pm to 5:00 pm, February 28, 2018

Tear Down:

9:00 am to 12:00 pm Saturday, March 3, 2018

(Schedule subject to change without notice)

5. **Installation and Dismantling:** It is mutually agreed that it is the duty and responsibility of each Exhibitor to install and dismantle his or her exhibit in the time frame allotted above. Any space not claimed and occupied by **4:00 pm on Wednesday, February 28**, may be reassigned without refund of rental fee paid. **The Exhibitor expressly agrees to install his or her exhibit on or before 5 pm, Wednesday, February 28, 2018. The Exhibitor expressly agrees not to dismantle their exhibit or to do any packing before 9 am, Saturday, March 3, 2018 unless previously authorized in writing by the [CASE VII Exhibitor/Sponsorship Co-Chairs](#).** The hall must be cleared by **3 pm Saturday, March 3, 2018**. Labor to assist in erection, assembly, dismantling, packing, and unpacking of display must be arranged through the official show decorator.

6. **Use of Space:** All demonstrations or other activities must be confined to the limits of the exhibit booth. **Exhibitor shall not assign, share, or sublet any space allotted without the written consent of the [CASE VII Exhibitor/Sponsorship Co-Chairs](#).** No Exhibitor is permitted to show goods other than those manufactured or sold by the firm in the regular course of business. The Exhibitor shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends more than eight (8) feet above the floor or more than three (3) feet in depth from the back wall. No interference with the light or view of other Exhibitors will be permitted.

7. **Restriction on Selling:** All over-the-counter sales, or sales of any kind that involve the exchange of currency for goods received during the exhibition, are prohibited.

8. **Distribution of Material:** Distribution of circulars or promotional material may be made only within the booth assigned to the Exhibitor presenting the material and on the literature exchange table labeled exhibitor/consultant materials. Exhibitors **MAY NOT** arrange with the Hyatt Regency Embarcadero to have promotional materials mass distributed to guest rooms. Exhibitors wishing to have promotional materials mass distributed to guest rooms need to discuss their needs with the CASE VII Conference Planning Team by contacting the [CASE VII Exhibitor/Sponsorship Co-Chairs](#).

9. **Fire Protection:** The Hyatt Regency Embarcadero does not permit **ANY** flammable liquids or gases to be brought into Hotel and Travel. No open flame of any kind is permitted. All electrical apparatus must be UL. The Hyatt Regency Embarcadero reserves the right to insist on the dismantling of any booth it deems as presenting a fire or safety risk.

10. **Sound Devices:** No sound-making equipment of any kind may be set up or used in exhibit booths without prior approval from CASE VII.

11. **Restrictions in Operation of Exhibits:** CASE VII reserves the right to restrict exhibits that because of noise, method of operation, materials, for any reasons, become objectionable, and also to prohibit or even evict any exhibit that in the opinion of the management may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibition. In the event of such restriction or eviction, CASE VII is not liable for any refunds or rentals or other exhibit expenses.

12. **Care of Building and Equipment:** Exhibitors, or their guests, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Any damage in connection herewith will be at the expense of the Exhibitor.

13. **Failure to Pay Rental Fee:** If an Exhibitor fails to make payments due hereunder when they are due, such Exhibitor's rights to exhibit may be canceled by CASE VII without further notice. CASE VII shall be entitled to close an exhibit at any time for failure by an Exhibitor or any of his or her officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such Exhibitor shall not be entitled to a refund of any part of any fee.

14. **Catastrophe:** In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or the public enemy or other cause, the Conference or any part thereof is prevented from being held, or is canceled by CASE VII, the Council shall determine and refund to the applicant a proportionate share of the balance of the aggregate exhibit fees received that remains after deducting expenses incurred by CASE VII, but in no case shall the amount of the refund to the applicant exceed the amount of the exhibit fee paid.

15. **Liability and Insurance:** CASE VII, The Hyatt Regency Embarcadero, the official drayage company, or any officers or staff members do not maintain insurance, and will not be responsible for the safety of the property of the Exhibitors, including but not limited to claims from theft, damage by flood, fire, loss, or accident. It is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor.

16. **Indemnification:** The applicant will not, and waives his or her right to do so, make a claim or demand against CASE VII, The Hyatt Regency Embarcadero, the official drayage company, or any of their employees, representatives, or agents, for any injury, including injury resulting in death, loss of or damage to property (including governmental charges, fines, and attorneys' fees) suffered or sustained by the applicant or the applicant's employees, representatives, agents, or invitees, or by any other person or corporation, which is based upon, arises out of, or is connected directly or indirectly with the Exhibitor's installation, removal, maintenance, occupancy, or use thereof or with the exhibition premises or part thereof.

The applicant will indemnify and save harmless CASE VII, The Hyatt Regency Embarcadero, the official drayage company, or any of their employees, representatives, or agents from and against any and all claims, demands, awards, including awards made under the Workmen's Compensation Act or similar legislation, actions, and proceedings by whomsoever made, brought, or prosecuted, and from and against any and all loss, damages, or expenses suffered or incurred by CASE VII, The Hyatt Regency Embarcadero, the official drayage company, or any of their employees, representatives, or agents, and which are based upon, arise out of, or are connected directly or indirectly with the Exhibitor's installation, removal, maintenance, or use thereof or with the exhibition premises or part thereof. The two preceding paragraphs will not apply to CASE VII, The Hyatt Regency Embarcadero, the official drayage company, or any of their employees, representatives, or agents as the CASE VII may be, when such claim, demand, or award is a result of its or their respective sole negligence.

17. **Selection of Exhibitors:** Only firms and organizations whose services or products are approximately related to the purpose of CASE VII shall be permitted to exhibit/sponsor. CASE VII reserves the right to decline or prohibit any exhibit/sponsor/consultant that in its judgment is inappropriate; this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. Only two representatives, as listed on the application, are permitted to attend program sessions. Additional representatives must register through the CASE District VII Exhibitor website.

18. **Cancellations:** Requests to cancel space will not be honored unless CASE District VII is able to resell the space. If space cannot be resold, 100% of the fees paid is forfeited. A request for cancellation **must be** received in writing and addressed to the [CASE VII Exhibitor/Sponsorship Co-Chairs](#) to be considered for a refund. Those requests received by December 1, 2017 will be refunded, subject to an administrative service fee of \$250. Partial refunds (50%) will be given until January 31, 2018. There will be no refunds after 5:00 p.m. (Pacific Time), January 31, 2018.

19. These regulations become a part of the contract between the Exhibitor and CASE VII. They have been formulated in the best interest of the Exhibitors. The management respectfully requests the full cooperation of the Exhibitors in observing these rules. All points not covered are subject to the decision of the CASE VII management.