



CAIR 2021 IN PERSON CONFERENCE

SPONSOR PROSPECTUS

Institutional Research | Assessment | Planning

**Join us for one of the first post-COVID in-
person higher education conferences**

Create New Contacts | Showcase Products

Cultivate Opportunities | Increase Sales

Develop Partnerships | Gain Leads



CAIR 2021 CONFERENCE SPONSORSHIP



Using Data for Advocacy

The CAIR Conference is back in person! The California Association for Institutional Research (CAIR) invites you to consider sponsoring its 46th annual conference. The conference will be held at a full-service, luxury California resort in an idyllic mountain setting. The resort at Squaw Creek rests at the base of Squaw Valley, which is the site of the 1960 Winter Olympics and just minutes from North Lake Tahoe.

The 2021 CAIR Conference theme is "Using Data for Advocacy". To learn more about the conference theme or conference resources, visit CAIR website at cair.org. This year's conference will showcase many outstanding presentations from all segments of higher education as well as professional development workshops aimed to expand skills and increase knowledge on the latest trends in the field of institutional research. The conference is a perfect opportunity to network with fellow colleagues, hear from professionals in the field, and learn about the latest services and software available to IR. Whatever the reason, CAIR is a must attend event for IR professionals.

Sponsorship Contact:
Andrew Cress
California Baptist University
8432 Magnolia Avenue
Riverside, CA 92504
Email: acress@calbaptist.edu

Past Conference Materials:
[CAIR 2019 Conference Program](#)
[Past Presentations](#)
[CAIR Conference Dashboard](#)

Sponsorship Benefits

- CREATE NEW CONTACTS
- SHOWCASE PRODUCTS
- CULTIVATE OPPORTUNITIES
- INCREASE SALES
- DEVELOP PARTNERSHIPS
- GAIN LEADS

Conference Details

- CURRENT REGISTRATION GOAL OF 215 MINIMUM BASED ON COMMUNITY SURVEY (TYPICALLY 300-400 ATTENDEES)
- 2019 CONFERENCE IN MONTEREY BAY, CA DREW 341 ATTENDEES FROM OVER 150 ORGANIZATIONS
- RESORT AT SQUAW CREEK, LAKE TAHOE, 400 SQUAW CREEK ROAD, OLYMPIC VALLEY, CA, 96146

What Sponsorship Offers You

WHY SHOULD YOU SPONSOR CAIR 2021?

- **Create New Contacts**

The 2021 CAIR conference offers you one of the first post-COVID opportunities to be physically present with potential clients in order to create important connections and increase market share. Nothing compares to creating new opportunities through serendipitous encounters in the buffet line.

- **Showcase Products and Services**

Several sponsorship packages include one or more opportunities to showcase your products, services, and organization to potential clientele.

- **Increase Visibility**

As a sponsor, your logo and company information will be prominently on display at the conference and via the conference app.

- **Maintain Relationships**

Meeting with current partners and accounts is an excellent way to maintain current relationships and grow accounts through personal engagement.

- **Gain Leads**

All sponsorship packages include a list of attendees with email addresses that you can use to invite them to visit with you at the conference (or after).

CAIR is the largest western regional affiliate of the Association for Institutional Research (AIR). The annual CAIR conference attracts hundreds of institutional research professionals from colleges and universities throughout California: 114 Community Colleges, 23 California State Universities, 10 University of California Campuses, and dozens of private, independent institutions. CAIR also draws attendance from surrounding states, such as Hawaii and Nevada. Our forum provides a valuable opportunity for higher education purchasers and decision-makers to gain exposure and interact with your products and services. In this period of the post-COVID era, in person opportunities are rare--we encourage you to consider partnering with us today!

A Snapshot of 2019 Conference Attendees:

AMDA College of the Performing Arts|American Film Institute Conservatory|American River College|Antelope Valley College|Azusa Pacific University|Bakersfield College|Berkeley City College|Butte College|Cabrillo College|California Baptist University|California Community Colleges Chancellor's Office|California Community Colleges CTE Outcomes Survey|California Institute of Integral Studies|California Lutheran University|California Northstate University|California State Polytechnic University, Pomona|California State University Bakersfield|California State University Sacramento|California State University, Dominguez Hills|California State University, Easy Bay|California State University, Fresno|California State University, Fullerton|California State University, Long Beach|California State University, Los Angeles|California State University, Monterey Bay|California State University, Northridge|California State University, Office of the Chancellor|California State University, Sacramento|California State University, San Bernardino|California State University, San Marcos|California State University, Stanislaus|Canada College|Carrington College|Cerro Coso Community College|Charles R. Drew University of Medicine and Science|Claremont Graduate University|Clovis Community College|Cogswell College|College of San Mateo|College of the Desert|Concordia University Irvine|Cuesta College|Dalain University of Technology|De Anza College|Evergreen Valley College|Foothill College|Foothill-De Anza CCD|Fresno City College|Fresno State|Fresno Unified School District|Golden Gate University|Grossmont College|Hartnell College|Humboldt State University|Imperial Valley College|Indiana University|International Technological University & Sofia University|John F. Kennedy University|LA Trade Technical College|Laguna College of Art + Design|Las Positas College|Los Angeles Pierce College|Loyola Marymount University|Madera Community College Center|Merced College|MiraCosta College|Modesto Junior College|Monterey Peninsula College|Mount Madonna Institute|Mt. San Antonio College|Naval Postgraduate School|New York Film Academy|North Orange Continuing Education|Notre Dame de Namur University|Ohlone College|Oklahoma State University|Pepperdine University|Peralta Community College District|Reedley College|Riverside Community College District|Sacramento City College|Saddleback College|Saint Mary's College of California|San Diego Christian College|San Diego City College|San Diego Continuing Education|San Diego Mesa|San Diego State University|San Francisco Art Institute|San Francisco State University|San Joaquin Delta College|San Joaquin Valley College, Inc|San Jose State University|Sanford Burnham|Santa Ana College|Santa Monica College|Scripps College|Solano Community College|Sonoma State University|Southern States University|St. Petersburg College|Stanbridge University|Stanford University|State Center CCD|The Graduate Division, UC Santa Barbara|Touro University California|Universidad de Las Américas|University of California Office of the President|University of California, Berkeley|University of California, Davis|University of California, Irvine|University of California, Los Angeles|University of California, Merced|University of California, Riverside|University of California, San Diego|University of California, San Francisco|University of California, Santa Cruz|University of Chinese Academy of Sciences|University of Delaware|University of Idaho|University of San Diego|University of St. Augustine for Health Sciences|Weimar Institute|Western University of Health Sciences|Whittier College



2021 Sponsorship Packages

LET US HELP YOU FIND THE RIGHT FIT

Levels Benefits	Diamond \$7500* (\$8250 post Aug-31)	Platinum \$5250* (\$5775 post Aug-31)	Gold \$2625* (\$2888 post-Aug 31)	Silver \$1575* (\$1733 post Aug-31)	Bronze \$525* (\$578 post Aug-31)
Availability: Number of Sponsorship opportunities available at this level.	1	2	12		Unlimited
Keynote Promo: Exclusive 1 minute promo slot during a keynote session	X				
Complimentary Registrations: \$400 value for each registration included.	3	2	1	1	0
Sessions: 45-minute workshop/product demo/presentation included in the program (can be combined)	3	2	1	0	0
Custom Opportunities: CAIR will work with you to sponsor and plan a special event (CAIR-a-oke, giveaways, social event, etc.). Additional costs are the responsibility of the sponsor.	2	1	0	0	0
Keynote Table Flyers: Sponsors may place a flyer on tables prior to a selected keynote address.	X	X	X		
Priority Table Location: CAIR will assign tables first to Diamond, then Platinum, then Gold, then Silver	X	X	X		
Exhibit Table with Amenities: 6-foot table in exhibit hall with (2) chairs near snack/coffee area. Includes Wifi and electricity.	X	X	X	X	
Attendee List with Emails: Preliminary email list two weeks prior to conference; final list after the conference.	X	X	X	X	X
Promotional Advertising and Acknowledgement: Logo displayed on the CAIR website, app, and conference slideshow.	Conference materials state "CAIR 2021 Presented in Partnership with SPONSOR NAME."	X	X	X	X

*WHOVA Processing Fee not included. See purchase options in WHOVA for exact cost breakdown.

2021 Sponsorship Add-ons

Lanyards: Sponsor may supply lanyards with sponsor logo for all conference attendees. Sponsor is responsible for cost and production of lanyards. Sponsor must deliver to venue prior to conference.	\$500
CAIR-aoke Refreshments + Flyers: Sponsorship includes food, hosted bar, and drink tickets. Sponsor may place company flyer on tables during karaoke event on Thursday evening of the conference. CAIR-aoke sponsor will receive special acknowledgement during the event and in conference slides.	Quote on Request
Snack/Coffee Break + Flyers: Sponsor may place company flyer during selected snack/coffee/tea break. Break sponsors will receive special acknowledgement during the break and in conference slides.	\$1000
Special Event or Merchandise: Sponsor may partner with CAIR to create a special event, social gathering, or merchandise to distribute at the conference.	Quote on Request

Past Sponsors Include (2013-2020):

- Anthology, formerly Campus Labs
- Blackboard
- Burning Glass Technologies
- Civitas Learning
- Claremont Graduate University
- Cognitell
- ELSEVIER
- eLumen
- EMSI
- Equifax
- ETS
- Evisions
- Explorance
- Gray Associates
- HelioCampus
- HERI
- Humboldt State University
- i3 Group
- IBM SPSS
- iDashboards
- IData Inc.
- Information Builders
- Interfolio
- IOTA360
- Jossey Bass
- Kai Analytics and Survey Research, Inc.
- Microsoft Power BI
- National Student Clearinghouse
- NSSE
- Nuventive
- Precision Campus (formerly Higher Ed Profiles)
- QSR International
- Rapid Insight
- San Diego Continuing Education
- **SAS Institute, Inc (Platinum)**
- Scantron
- SPOL
- **Stata (Platinum)**
- **Tableau (Platinum)**
- The RP Group
- Times Higher Education
- US News
- Watermark
- Xitracs

Sponsorship Application

Name		
Title		
Organization		
Mailing Address		
City	State	Zip
Phone	Email	
Website		

Send to CAIR:

- Application form
- Terms & Conditions agreement
- Full Fee
- 8.5x11 PDF Brochure (1 pg.)
- e-Logo (.PNG)

Send to Resort at Squaw Creek, Lake Tahoe, 400 Squaw Creek Road, Olympic Valley, CA, 96146

- Equipment Reservations
- Drop Shipments

X	Sponsorship Package	Cost	Cost (after 8/31/21)
	Diamond Sponsor	\$7500	\$8250
	Platinum Sponsor	\$5250	\$5775
	Gold Sponsor	\$2625	\$2888
	Silver Sponsor	\$1575	\$1733
	Bronze Sponsor	\$525	\$578
Add-ons			
	Lanyards	\$500	
	CAIR-aoke Refreshments	Quote on Request	
	Snack/Coffee Break	\$1000	
	Special Event/Merchandise	Quote on Request	
	Post-Conference Virtual Session/Workshop	\$1000	
Total			

Payment terms: All payments must be made in US dollars. Payments should be made via credit card; a fee of 3.5% of the sponsorship cost will be charged for this convenience. Checks are accepted if made payable to CAIR. W-9 and invoices for sponsorship payment are available by request. Only receipt of the full fee will secure your sponsorship space, subject to availability. Deadline for payment is September 1st, 2021. Early payment is suggested due to the likelihood of reaching our maximum number of sponsors.

Submit application materials to CAIR Vice President:

Andrew Cress
California Baptist University
8432 Magnolia Avenue
Riverside, CA 92504
Email: acress@calbaptist.edu

Submit payment to CAIR Treasurer:

Ryan Hoadwonic
Office of Institutional Research
440 Aldrich Hall
Irvine, CA 92697-1425
Email: treasurer@cair.org

By submitting this application for Sponsorship, Sponsor agrees to be bound by all terms and conditions applicable to the event.

The following terms and conditions apply to all sponsors participating in the 2021 California Association for Institutional Research (CAIR) Conference.

1. **Full Payment.** Full payment is needed to secure participation in the conference. All payments must be made in US dollars. **Checks should be payable to "CAIR" and mailed to the CAIR Treasurer at: Office of Institutional Research, 440 Aldrich Hall, Irvine, CA 92697-1425.** Credit card payments may be accepted through the CAIR Conference Registration Form. A fee of 3.5% of the sponsorship cost is added on payment. Deadline for sponsorship application and payment is September 30th, 2021 (August 31th, 2021 for early bird pricing).
2. **Cancellations.** In the event the conference is canceled by CAIR, or the conference cannot legally or safely be held in person due to public health restrictions, CAIR will refund monies paid by Sponsors. The Sponsor waives any and all damages and claims for damages should the event be canceled. CAIR's liability is limited to a refund of the amount paid by Sponsor. In the event Sponsor cancels, Sponsor will not receive a refund of any monies already paid to CAIR and will forfeit sponsorship payment received by CAIR.
3. **Assignment of Space.** Space assignments will be made based on the date of receipt of payment and Sponsor level. The Sponsor's preference will be used in making assignments; however, CAIR and the Conference Hotel have final decision-making authority over space assignments.
4. **Drop Shipments.** The Conference Hotel inbound and outbound shipments are serviced via Fed Ex, UPS, or USPS. The hotel may charge package handling fees for any items received at the hotel or sent from the hotel. Handling and receiving of shipments, including package handling fees, are not the responsibility or liability of CAIR.
5. **Sponsor Etiquette.** Sponsors are free to attend open conference sessions; however, they may not in any manner advertise their product or criticize any product used by the presenter. Additionally, if the Sponsor wishes to attend another Sponsored session, Sponsor must notify the presenter.
6. **Security.** Each Sponsor has the responsibility of safeguarding its own materials or goods from the time they are placed in the exhibit space until they are removed. CAIR is not liable in any way for items lost or stolen during the conference.
7. **Limitation of liability/in demnification.** The Sponsor agrees to indemnify, defend and hold harmless CAIR, the event facility, the owner of such facility, and the city in which this event is being held, and their respective parents, subsidiaries, affiliates, officers, directors, agents, contractors, and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way, directly or indirectly, from the sponsoring company, its employees, agents, licensees, contractors or customers. CAIR and the Conference Hotel and their respective parents, subsidiaries, officers, directors, agents, contractors and employees shall not be responsible for loss or damage to displays or goods belonging to Sponsors or injuries or damages to Sponsor's contractors, employees, invitees, or agents, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes, excluding any such liability caused by the sole gross negligence CAIR, of the Conference Hotel and their employees and agents.
8. **Displays and decorations.** CAIR shall have full discretion and final authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing,

rearrangement, or rede corating of any item at the event site or of any sponsorship announcement, and no liability shall attach CAIR for costs that may result from such actions by CAIR

9. **CAIR's veto.** CAIR reserves the right to refuse placement of any ad or other written material that it believes to be injurious to the purpose of the publication or event.
10. **Intellectual Property.** Sponsor represents and warrants that all ads or other written materials and/or photographs or artwork submitted by Sponsor for use at the event are owned or properly licensed by Sponsor and that no third party can claim infringement based on use by Sponsor at the event.
11. **Insurance.** The Sponsor acknowledges that neither CAIR, the Conference Hotel, its owners, its operator, maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor, if they so choose, to obtain business interruption and property damage insurance, insuring any losses by Sponsor and naming CAIR and the Conference Hotel as additional insureds.
12. **Compliance.** The Sponsor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of local, state, and federal governing bodies; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with facility, fire department and Electrical Underwriters' rules. The Sponsor will abide by and comply with the rules and regulations of CAIR authorized contractors and local unions operating at the exhibition facility.
13. **Management/Rules.** CAIR reserves the right to interpret, amend, and enforce these terms and conditions as it deems appropriate to ensure the success of the exhibition. Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of CAIR. CAIR shall have full power in the matter of interpretation, amendment and enforcement of all rules and terms and conditions, and any such amendments when made shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.
14. **Attorneys' Fees, Venue and Governing Law.** If an action at law or in equity is necessary to enforce or interpret these terms and conditions, the prevailing party shall be entitled to recover its reasonable attorneys' fees and costs in addition to any other reasonable relief to which it may be entitled. With respect to any suit, action or proceeding arising out of or related to these terms and conditions, or the documentation related hereto, the parties hereby submit to the jurisdiction and venue of the appropriate court in the County of Sacramento, State of California for any proceeding arising hereunder. These terms and conditions shall be construed and governed pursuant to the laws of the State of California.

I have read and agree to the terms and conditions as specified above.

Name (signed)

Name (printed)

Date