

 **2021 Conference**

 **Sponsor Guide**

*Last updated October 25th, 2021*

The California Association for Institutional Research (CAIR) Board of Directors would like to thank you for sponsoring our annual conference. Your presence at the conference helps us fulfill our mission of disseminating information of interest to the field of institutional research and contributing to attendees’ professional development.

This sponsor guide will provide you with key information about exhibit operating hours and policies pertaining to sponsors. For any questions, please contact CAIR’s Vice President, Andrew Cress at andrew.cress@cair.org or 909-851-1883 (mobile).

To learn more about the CAIR 2021 conference, visit us at <https://cair.org/conferences/2021-cair-conference/>. The website contains information about the [conference and hotel travel](https://cair.org/conferences/2021-cair-conference/), bios of conference [speakers and presenters](https://cair.org/conferences/2021-cair-conference/speakers/), and the program at a glance.

## Conference Venue & Hotel

All conference sessions and events will be held October 27th through October 29th at the

Resort at Squaw Creek

400 Squaw Creek Rd

Olympic Valley, CA 96146

(831) 393-1115

Overnight self-parking for CAIR attendees is complimentary.

## Conference Registration

All conference attendees are required to register for the event, including sponsors. The registration form collects valuable information, helping inform conference logistics, as well as providing us attendee preferences, such as preferred name for conference badges. Revenue from registrations covers meals, entertainment, attendance at conference sessions, and more. **One free full conference registration is included in sponsorship fees for Gold and Silver sponsors, and two for the Platinum sponsor. Be sure to register with the free code provided by CAIR. Sponsors are also asked to register any additional people attending the conference with them. To register for the conference access the** [Conference Registration Page](https://cair.org/conferences/annual-conference/register/) and enter the promotional code or enter payment for any additional invited guests/colleagues over the number allowed in the sponsor package selected. On-site registration will also be available.

## Internet Service

All attendees will receive complimentary Wi-Fi in their exhibit and the meeting space during the conference. See the conference app for WIFI instructions.

## Exhibit Operating Hours

Sponsors may set up starting at 12pm on Tuesday, 10/26/21. Pre-conference meetings begin at 9am on Wednesday 10/27/21. CAIR’s Vice President will be on hand to answer any questions as they arise (contact information above). Please see the [program at a glance](https://cair.org/conferences/2021-cair-conference/) and Whova conference app for more programming details.

The exhibits should be packed and materials ready for shipping on Friday by 2:30pm (see below for shipping information).

## Exhibit Space

All conference activities will take place in the resort. Each sponsor will be provided with a 6 ft. table, table drape, two chairs, an electrical drop, and access to wireless internet.

Given the small number of exhibitors, exhibit tables will be available on a first come, first served basis.

The conference will take place on two levels. The upper level houses the keynote addresses and plenary sessions (**the Grand Sierra Ballroom**). The lower level (**Emigrant Peak, Monument Peak, Pyramid Peak, Castle Peak**) will house the presentations and breakout sessions. The current plan is to house the exhibitor tables outside the Grand Sierra Ballroom, however CAIR has followed up with the venue to see if vendors might be allowed to move between locations on the upper and lower levels as desired to follow the flow of attendees; information will be sent as soon as it is available. Please contact CAIR VP Andrew Cress (contact information above) before setting up.

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| --- | --- |
| **Exhibitor** | **Confirmed** |
| Anthology | YES |
| HelioCampus | YES |
| PrecisionCampus | Postponed to 2022 |

## Exhibit Displays and Decorations

Sponsors may place displays and decorations on or directly adjacent to their table as long as they do not interfere with any doorways, walking paths, or another sponsor’s table. However, CAIR shall have full discretion and final authority over the placing, arrangements, and appearance of all items displayed by sponsors. CAIR may require the replacing, rearrangement, or redecorating 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.

## Audio and Visual Equipment

Sponsors are welcome to use visual equipment, such as monitors, laptops, or tablets, as displays at their table as long as they do not interfere with any doorways, walking paths, or another sponsor’s table in any manner. However, no amplified sound equipment may be used.

## 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.

## Attending Conference Sessions

Sponsors are free to attend open conference sessions and keynote presentations; 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, the Sponsor must notify the presenter.

## Promotional Advertising

CAIR will display your logo on the CAIR website, 1 single-sided 8.5x11page flyer in the electronic program, and on the CAIR mobile app. Sponsor to provide CAIR with a 1 page, single-sided 8.5x11 promotional PDF flyer to include in our conference program.

## Raffle Opportunities

Conference attendees who visit all sponsor exhibits will be entered to win one of ten $10 Amazon gift cards. In order to be entered, the sponsor must scan the attendee’s QR code on their name badge for lead retrieval (instructions to follow).

## Attendee List

Sponsors will be provided an email list of conference attendees two weeks prior to the conference and at the conclusion of the conference. An Excel document will be emailed to sponsors, including attendee names, email addresses, titles, and institutions. Sponsors are welcome to use these lists to invite attendees to their tables and presentation, as well as advertise their organization and/or products.

## Conference Mobile App

CAIR creates a mobile app for conference attendees. The app contains a vast amount of resources readily available at your fingertips, including:

* Complete conference program, with the ability to save sessions to your own personal schedule
* Information about all the conference sponsors
* Directory of all attendees
* Social networking
* And other useful information

When available you will be able to download the app directly to your device. Please download the Whova app via the Apple app store or google app marketplace.

## Shipping

All packages sent to and from the resort will be handled without charge on the part of the resort. All other shipping and handling charges are the responsibility of the sponsor.

Please send packages to

**Resort at Squaw Creek**

**C/O Andrew Cress/CAIR**

400 Squaw Creek Rd

Olympic Valley, CA 96146

(831) 393-1115

Please send the tracking information for the package to andrew.cress@cair.org so that this can be passed along to the resort.

When the conference ends on Friday (after 2pm) boxes that need to be shipped can be packed and left at the exhibit table. The resort will transport these to the loading dock for pick up by FedEx or UPS. Sponsor is responsible for printing all shipping labels and retaining packing materials.